

Scottish Enterprise Update

Wednesday 14 September 2011

Quick Summary

- Technology Events
- Flexible Training Opportunities – funding available
- Tourism Innovation Fund – funding available

Following the hugely successful "Technology Solutions for Tourism" event in February 2011 SE has supported ETAG to put together a programme of technology events and training sessions. The programme reflects the technology areas that businesses have told us they are particularly interested in finding out about to develop their business and enhance the visitor experience.

Technology Tuesdays - each of these **free** breakfast briefings covers a specific technology topic. Attending these briefings will help you to understand:

- what the technology is used for
- what the benefits are to your business
- how can it be used in the Tourism sector
- how easy is it to set up and manage
- how much it costs

Social Media for Tourism Introductory Workshop - attending this **free** workshop will help businesses to :

- Understand the impact of social networking on the tourism industry
- Learn about the power of social networking for business
- Learn which sites and which technologies suit your business and your customers

Practical Training - Social Media for Tourism Businesses - This event compliments the Social Media for Tourism Introductory Workshop. During this half day session, working in a small group with a tutor, businesses will learn:

- How to create a FaceBook page for your business
- How to set up a business Twitter account
- How to manage your Trip Advisor listing
- How to measure & analyse your social media activity

| Date | Event | Cost |
|------------------------------|--|------|
| 6 Sept 2011 | Technology Tuesday- Location Based Servicing | Free |
| 15 Sept 2011 | Social Media for Tourism Introductory Workshop | Free |
| 4 Oct 2011 | Technology Tuesday- QR Codes | Free |
| 5 Oct 2011 | Practical Training - Social Media for Tourism Businesses - Edinburgh | £40 |
| 1 Nov 2011 | Technology Tuesday- Augmented Reality | Free |
| 16 Nov 2011 | Social Media for Tourism Introductory Workshop | Free |
| 23 Nov 2011 | Practical Training - Social Media for Tourism Businesses - Edinburgh | £40 |
| 6 Dec 2011 | Technology Tuesday – Is Your Smart Phone Smarter than you? | Free |
| 22 Feb 2012 | Social Media for Tourism Introductory Workshop | Free |
| 1 Mar 2012 | Practical Training - Social Media for Tourism Businesses - Edinburgh | £40 |

Flexible Training Opportunities

Flexible Training Opportunities give Scottish businesses with under 150 employees the opportunity to apply for up to £5,000 towards employee training costs. Funding is available for up to 10 employees per business and the money is not a loan so there's no need to pay it back.

The funding, which is administered via Skills Development Scotland, covers a wider range of training and is simple to access. Further information is available at [FlexibleTrainingInfo](#)

Tourism Innovation Fund

The Tourism Innovation Fund (TIF) provides matched funding of up to £30,000 and professional one-to-one advice to help develop and commercialise the very best innovative tourism ideas.

TIF support is allocated via a competitive judging process. Successful projects will demonstrate industry-level tourism innovation combined with a real potential to achieve significant business growth as a result (for example, generating higher tourism spend; increasing overnight visitor numbers; getting visitors to stay longer; or extending the season outwith peak months).

The intention is for winning projects to become exemplars for Scottish tourism innovation and where possible be developed into case studies to help stimulate further innovation throughout the industry.

The innovative idea could be based on a product, service or business process. Financial support from TIF can contribute to costs incurred in the development of an idea, for example, market research, producing samples, feasibility studies or preparing for market launch. Terms and conditions apply.

There deadline for the next round of submissions is 30 September 2011, followed by 27 January 2012. For further information go to <http://www.scottish-enterprise.com/your-sector/tourism/how-we-can-help/tourism-innovation/tourism-innovation-fund.aspx>