



INVEST
East Lothian
 THRIVING • SUSTAINABLE • INCLUSIVE
BUSINESS MONTH
 1 - 31 OCTOBER


 In Person  Online  Run by ELC Economic Development [CLICK TO REGISTER](#) 

MONDAY 6th

 [GEO \(Generative Engine Optimisation\) Workshop](#) ★

TUESDAY 7th

 [Joint w. Midlothian](#)
 ★ [WiB: Spark & Scale](#)


 [Branding Advanced Canva Design](#)


WEDNESDAY 8th

 [SDP - Meet the Buyer South 2025](#)

[Improve Google Search Rankings: Part 2](#) 

THURSDAY 9th

 [SDP - Using PCS: How to bid](#)


[Introduction to AI for Small Businesses](#) 

FRIDAY 10th


 [Social Media Essentials: TikTok & Instagram](#)


MONDAY 13th

TUESDAY 14th


[Scottish Childminding Association Drop-in Session](#)  ★


WEDNESDAY 15th

 [SDP - Getting your business tender ready](#)

[How to build your brand](#) 


THURSDAY 16th


[Mastering AI Prompting: Chat GPT & more](#) 

[Social Media Content That Hooks and Engages](#) 


FRIDAY 17th

MONDAY 20th

 [Cashflow for Neurodiverse Minds](#)

 [How to Write Funding Applications](#)


TUESDAY 21st

 [SDP - Planning your bid](#)

WEDNESDAY 22nd


 [How to Grow Your Business Through The Travel Trade for tourism businesses](#) ★

THURSDAY 23rd


 [How to Start a Business: The Basics](#)

FRIDAY 24th

MONDAY 27th

 [Social Media Collaboration and Visual Storytelling for tourism businesses](#) ★


TUESDAY 28th

 [Supercharge Your Brand Using the Power of PR](#)

WEDNESDAY 29th

 [Step-by-step: Building Your Business Plan](#)

THURSDAY 30th

 [EL Business Month Drop-in and Connect at The Marine NB](#) ★

FRIDAY 31st