

HARNNESS THE POWER



# PADI Business Academy

Get ready to Power Up with Proven Business Practices

Informing

Advancing

Increasing

Connecting





## PADI Business Academy

A program for PADI Dive Centre and Resort owners, managers and staff.

### **PADI Business Academy powers up again in 2016 to revolutionise the Dive Industry**

It's time to harness the power of your business and take it to the next level with the PADI Business Academy. Through hands-on workshops, the PADI Business Academy curriculum delivers proven tactics and techniques you can immediately implement in your business.

During the two-day PADI Business Academy, you'll receive targeted, contemporary business training, custom-tailored to your specific needs that will help increase your bottom line. Plus, you'll receive tools you can use to redefine your customer relationships, acquire more divers, strategize a pricing structure, promote your business through social media exposure and much more.

A series of two-day Business Academy programs are scheduled for 2016 in the EMEA region. A team of highly skilled and experienced presenters are waiting to share their knowledge and skills with you. Check out dates and locations and get ready to power up your business! New programs may be added during the year so always check out the Pros Site for the most current list of dates and locations.

#### **Don't take our word for it.**

Why not read what others who've taken part in recent Business Academies have to say about it.

**Click here** for a full list of 2016 EMEA Business Academy dates and locations and the Registration Application.

It's Time To Harness The Power

## **PADI Business Academy Workshops:**

### **Power Up with Proven Business Practices**

Your roadmap for Business Academy, this workshop will introduce you to the available business services and online offerings you'll hear about during the eight Business Academy workshops.

### **Is Your Website Working for You?**

Learn simple turnkey solutions you can use to revamp your site, maximize traffic and optimize your search engine ranking.

### **Engage Your Network: Social Media Strategies**

Discuss the power of social media and how you cannot afford not to take advantage of this influential medium to grow your business. Presentations include Facebook, YouTube, Twitter, Animoto, Trip Advisor, and Blogging.

### **PADI Digital Learning Strategies**

Get hands-on experience managing your PADI eLearning® classroom. You'll learn how to set up your eLearning site and maximize its effectiveness through communication with eLearners. We'll also show you how PADI Digital products and programmes will further drive your business forward and the power of the PADI App.

### **Sales Training - Redefining Your Customer Relationships**

Learn how preparing for the sale, meeting customer needs and being comfortable asking for the sale can exponentially increase your profits.

### **Customer Relationship Management Strategies**

Harness the power of customer relationship management and offer your customers products, courses and services to meet their individual wants, needs and desires.

### **Five Star Training for Confident and Motivated Divers**

Review what it takes to build confidence in your divers and help make them your customers for life.

### **Pricing Strategies - Pricing with Confidence**

This cutting-edge seminar will help you maximize profits by using customer perception to adjust your pricing.

### **Other presentations/topics available**

Continue your business training with these additional presentations. They are available as either webinars or prescriptive presentations during store visits by PADI Regional Managers and key PADI staff members.

### **Going Green – Business And Environmental Care Combined**

Greening your business helps the environment, can increase profits and give you an advantage on the competition. Discover new ways to operate your business with conservation in mind and how to get started on the path towards a more environmentally-friendly business.

### **Risk Management for Retailers and Resorts**

Learn how to provide better service and risk management for your customers, staff and business by analyzing real evidence, scenarios and incidents.

### **Destination Anywhere – Profit from Dive Travel**

Are you capitalizing on dive travel business? Find out how to turn your staff into dive travel specialists, market your trips, plan an agenda and maximize profits.

### **Customer Relationship Management – tailored programme (with full EVE startup option)**

### **Visual Merchandising – First Impressions Matter**

# What can Business Academy do for My Business?

- Informs** with resources and contemporary business tools you need to succeed. Attending the Business Academy, you'll learn modern day tactics and techniques you can immediately implement in your business. You'll leave this two-day program armed with an action list detailing how you can put these ideas into practice.
- Advances** your business into the future. You'll learn how to effectively use today's most relevant sales and marketing resources by harnessing the growing power of social media and evolution of online communications. The results? A whole new generation of divers.
- Increases** your bottom line. Learn tested tactics to increase your business. From pricing strategies to creating optimal sales environments, you'll bring results that leave you with satisfied customers and increased sales.
- Connects** you with other like-minded business owners. During this invigorating program, you'll interact and exchange ideas with other participants. You don't want to miss this opportunity to develop a supportive network of dive industry professionals.

