



## Business Survival Webinar Series



As part of our immediate membership support package to help stimulate business, we have created a series of webinars to help you through the current crisis and to set you up with business and marketing strategies to emerge stronger once the crisis is over. Use this archive to access the recordings of past webinars and check the [PADI Business Resource page](#) to register to upcoming webinars. Resources mentioned in webinars can be also be found on the [PADI Business Resource page](#). Also, don't forget to check the [PADI Pros' Training News Page](#) and the [Project AWARE Online Teaching Hub](#).

### **Don't look back – Prepare your Grand Reopening!**

How should you be preparing your comeback? This session will explain specific steps you should prepare before opening your doors back up, from staff preparedness, to merchandising, to reaching to your audience. These steps will help you get ready for a quick and successful comeback.

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### **Digital learning is the “NEW” normal – Learn how to be successful at it**

During this webinar you will learn in-depth best practices and standards for distance education. Why you should encourage your audience to do it and how you can be effective, motivating and inspiring in a digital classroom setting.

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### **Take immediate action during a crisis – A step-by-step guide on how to keep your audience informed**

Overwhelmed by the idea of what to do first during a crisis situation? This webinar describes a series of steps you should take in order to communicate with your customers effectively, timely and with a valuable message.

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## **Conducting IDCs using distance learning techniques**

If your students can't come to you, use technology to go to them! Learn how you can use adapted guidelines to conduct portions of the IDC via Course Director/IDC Staff-led online learning.

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## **New Reality - How to Adjust your Training Techniques**

This webinar covers generalities in reference to the new CARES Act and its assistance for Small U.S. Businesses. It also explains features, resources and information contained in the new PADI Business Resource Hub and will lastly address distance learning, with ideas, examples and implementable tactics.

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## **PADI Adventures – what can the PADI Adventures App do to help your business rebuild?**

Use PADI Travel to help you capture divers the moment they are ready to jump back in the water! This webinar will give you a look at the new PADI Adventures App and will show you how it can help when you are ramping things back up.

[For Resorts - View Recording](#)

[For Retailers - View Recording](#)

## **TecRec and Public Safety Diver Instructor Update Webinar**

This webinar reviews the resources and information contained in the new PADI Training News and explains how you could use instructor-led online learning to conduct TecRec and Public Safety Diver training. It also reviews the opportunities you have with specialty courses. It also overviews some of the recent changes to PADI Standards and Procedures.

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## Marketing with Video

Video is a great tool to promote your business. This webinar will show you best practices in creating and sharing professional video content and how you can leverage video in your marketing efforts.

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## Best practices for teaching post COVID 1 - Skills Training -

Dive professionals can reasonably accommodate social distancing and disinfection requirements. This is necessary for transmission risk reduction, and to build customer confidence that they can enjoy diving during the pandemic. This webinar explains real-world COVID-19 risk reduction principles and procedures in diving and diver training. The webinar includes numerous specific skill examples and suggestions that attendees can apply, and use as a basis for adapting principles to their individual circumstances.

To receive the certificate, please complete the application after watching both webinars (Best practices for teaching post COVID - Skills Training and Best Practices for Teaching Post COVID – Facility Considerations) and send the completed application to Lisa Joralemon, [Lisa.Joralemon@padi.com](mailto:Lisa.Joralemon@padi.com).

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[Certificate Application](#)

## Best Practices for Teaching Post COVID – Facility Considerations

Regarding social distancing and disinfection, dive operations are much like other retail/resort operations, but they have some unique considerations as well. This webinar discusses both, with specific recommendations that apply to rental dive gear, filling operations and dive boats. To receive the certificate, please complete the application after watching both webinars (Best practices for teaching post COVID - Skills Training and Best Practices for Teaching Post COVID – Facility Considerations) and send the completed application to Lisa Joralemon, [Lisa.Joralemon@padi.com](mailto:Lisa.Joralemon@padi.com).

[View Recording](#)

[Certificate Application](#)

## **Overcoming Challenges - Strategies for Successful Instructor Development Business during COVID-19**

During these unprecedented times, Course Directors and IDC store owners have a unique opportunity to offer a new career opportunity to those affected by the pandemic. During difficult economic times, people often look for viable alternatives, and instructor development has historically been a popular option. Now is the time to market locally and to promote the many unique advantages and opportunities that a new career in the diving industry has. This webinar will explore ways to optimize your marketing and business strategies, promote your IDCs and how to conduct these programs via distance learning.

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## **Make an impact on the ocean from home with Project AWARE**

This Project AWARE webinar will introduce you to how we use citizen science to mobilize your local dive community to create lasting change and conservation impacts. You'll also discover the digital resources, and available courses, to find success during COVID-19. Join us June 4th to find out how you can get involved from home, and make your #AWAREImpact

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## **Engage. Inform. Grow. Supercharge your business with PADI Club.**

PADI Club now offers more benefits than ever before to PADI Dive Center and Resort members. From new revenue generating opportunities to attractive continuing education incentives that keep your divers coming back for more to custom promotions in Scuba Diving magazine's digital edition, PADI Club helps you keep your divers active and engaged with your business. Join this webinar and find out how PADI Club can help grow your continuing education program, ReActivate your inactive divers, and keep your divers informed about the latest happenings in your business!

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### **Bundling New PADI eProducts**

Tune in to find out how you can strategically bundle courses using the ever-expanding PADI eLearning® digital suite. Learn how you can align your pricing with course linking to maximize training time.

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### **Promoting the new PADI eProducts**

This webinar will cover how you can effectively promote the new PADI digital products in your business. These digital products enable you to drive business digitally. Join this webinar to learn how to effectively promote PADI digital products online.

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### **PADI Resources 2.0 - Canva workshop**

Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, and other visual content. We will be demonstrating features and techniques so you can easily design and personalized assets for all your marketing needs.

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### **CDTC Q&A – Tracking towards your CDTC**

PADI Course Director is the ultimate PADI Professional rating. Attend this webinar to learn how you can reach this goal and about the prerequisites, application procedures and acceptance protocols for the Course Director Training Course.

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### **New Diver Medical**

There is a new Diver Medical for 2020 that you can download directly from PADI Pros' Site at Training Essentials / Forms Applications. If you are interested in learning more about the 2020 Diver Medical, please watch recorded webinar by using the link below.

[View Recording](#)

### **EFR Distinctive Specialties – A New Set of Opportunities -**

Did you know you could offer specialty courses under Emergency First Response® (EFR)? It's true! We'll discuss how you can become authorized to teach EFR Distinctive Specialties by writing your own course outlines as well as introduce the brand-new EFR Airborne Pathogens Awareness course. This course is aimed at educating staff in any workplace environment about airborne pathogens and how to minimize transmission risk for those present in that environment and may be delivered face to face or via instructor-led online learning. EFR Distinctive Specialty courses such as that are an excellent opportunity to grow your EFR business whilst providing a much sought after service to businesses around the globe.

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### **New PADI eLearning specialties and affiliate linking**

In times like this, PADI Members rely on having direct access to the support and resources needed to sustain their operations. That is why PADI remains committed to developing industry-leading products, including new eLearning Specialties, core product enhancements and more since the onset of COVID-19. Join us for an overview of the new eLearning products available, revisions to the eLearning Affiliate linking process and an overview of new marketing materials you can use to boost your training conversions.

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