

HOW TO ADD A CONSERVATION ACTIVITY

Step-by-Step Guide



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1. Go to business.padi.com and sign in with your PADI Pro username and password
2. Scroll down the side navigation to “Adventures” and select “Activity Listings”

The screenshot shows the PADI Travel HQ - test interface. The left sidebar is expanded to 'ADVENTURES' and 'Activity Listings'. The main content area is titled 'DIVE PRODUCTS & PRICES'. It includes a currency dropdown set to 'CHF', a section for 'Tax & Service charges included in price?' with 'Yes' selected, a 'Tax + Service charge %' field set to '0', a section for 'Prices entered are Net or Gross?' with 'Gross price' selected, a 'Comission %*' field set to '20', and a section for 'Do your prices vary during the year ("Seasons")?' with 'No' selected. A red 'SAVE SEASONS' button is at the bottom.

3. Scroll down to the “Product Listing” section and select “Add product”.

The screenshot shows the PADI Travel HQ - test interface with the 'Product Listing' section. The left sidebar is expanded to 'ADVENTURES' and 'Activity Listings'. The main content area displays a table of products. An arrow points to the '+ ADD PRODUCT' button at the bottom right of the table.

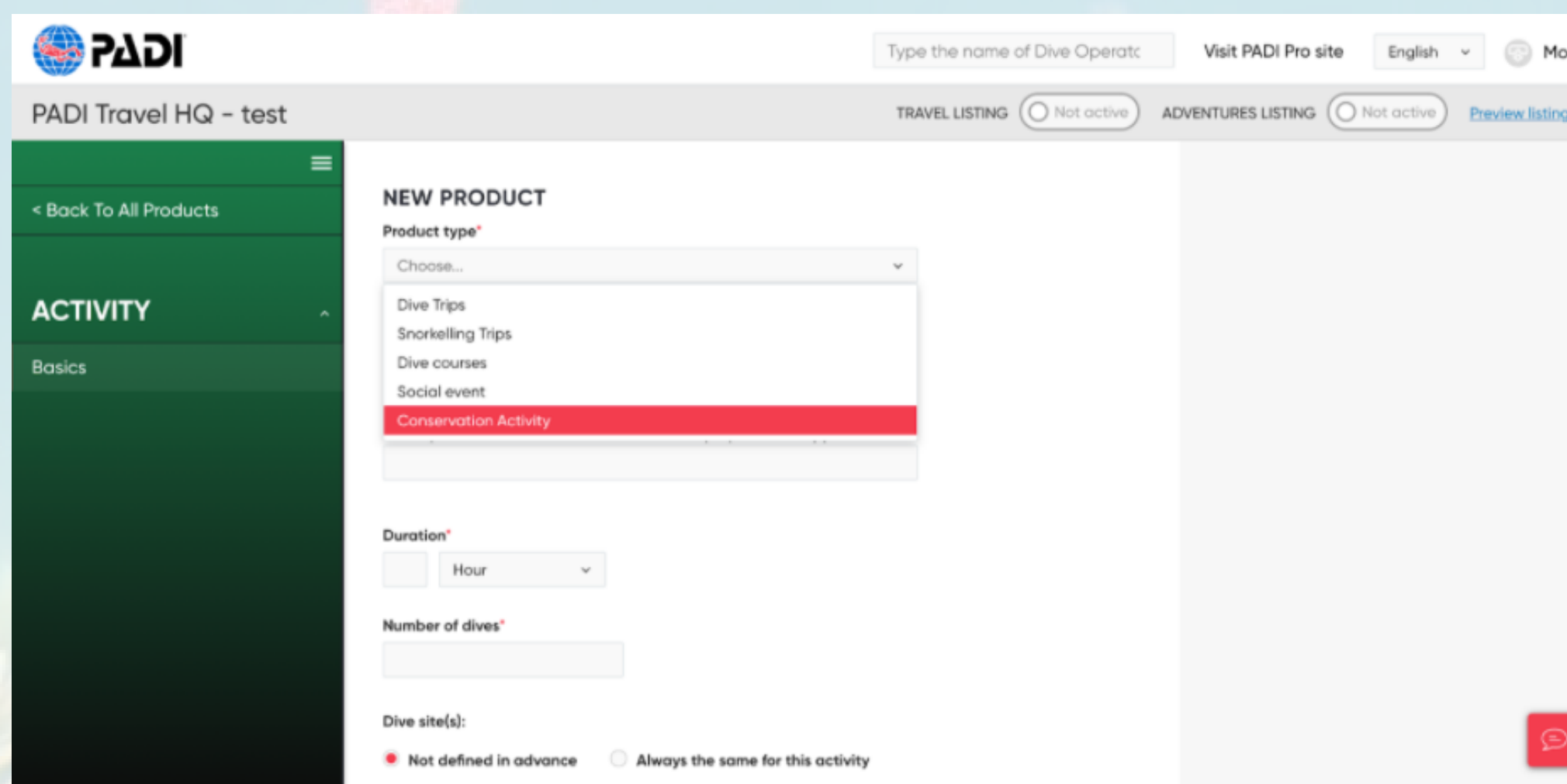
Image	Activity Name	Category	Price	Status	Icon 1	Icon 2	Icon 3	Icon 4
	CONSERVATION ACTIVITY	Conservation Activity	CHF 0	Draft				
	LISAS EVENT! YAY	Conservation Activity	CHF 0	Draft				
	MOS FUN ACTIVITY	Conservation Activity	CHF 0	Draft				
	FULL-DAY DIVE TRIP	Dive Trips	CHF 100	Published				
	HALF-DAY SNORKELLING TRIP	Snorkelling Trips	-	Draft				
	SHORT DIVE IN THE SIHL OVER LUNCH	Dive Trips	CHF 1	Published				
	THURSDAY EVENING BEERS WITH FELLOW DIVERS	Dive Trips	CHF 0	Published				



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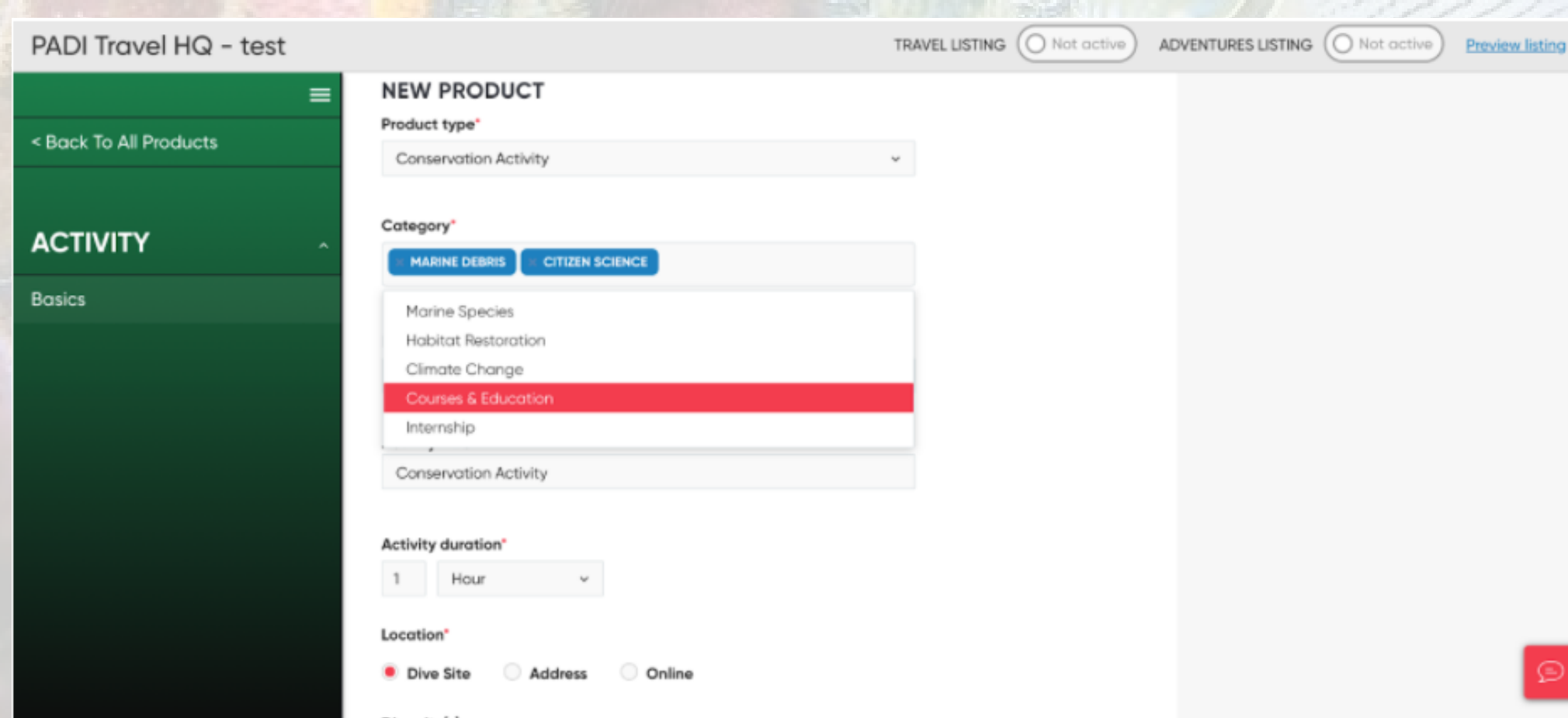
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4. Select the “Product Type” dropdown and choose “Conservation Activity” as the product type (Make sure you select the correct Product Type as Conservation Activity, as this will change your PADI Adventure product if you don’t)



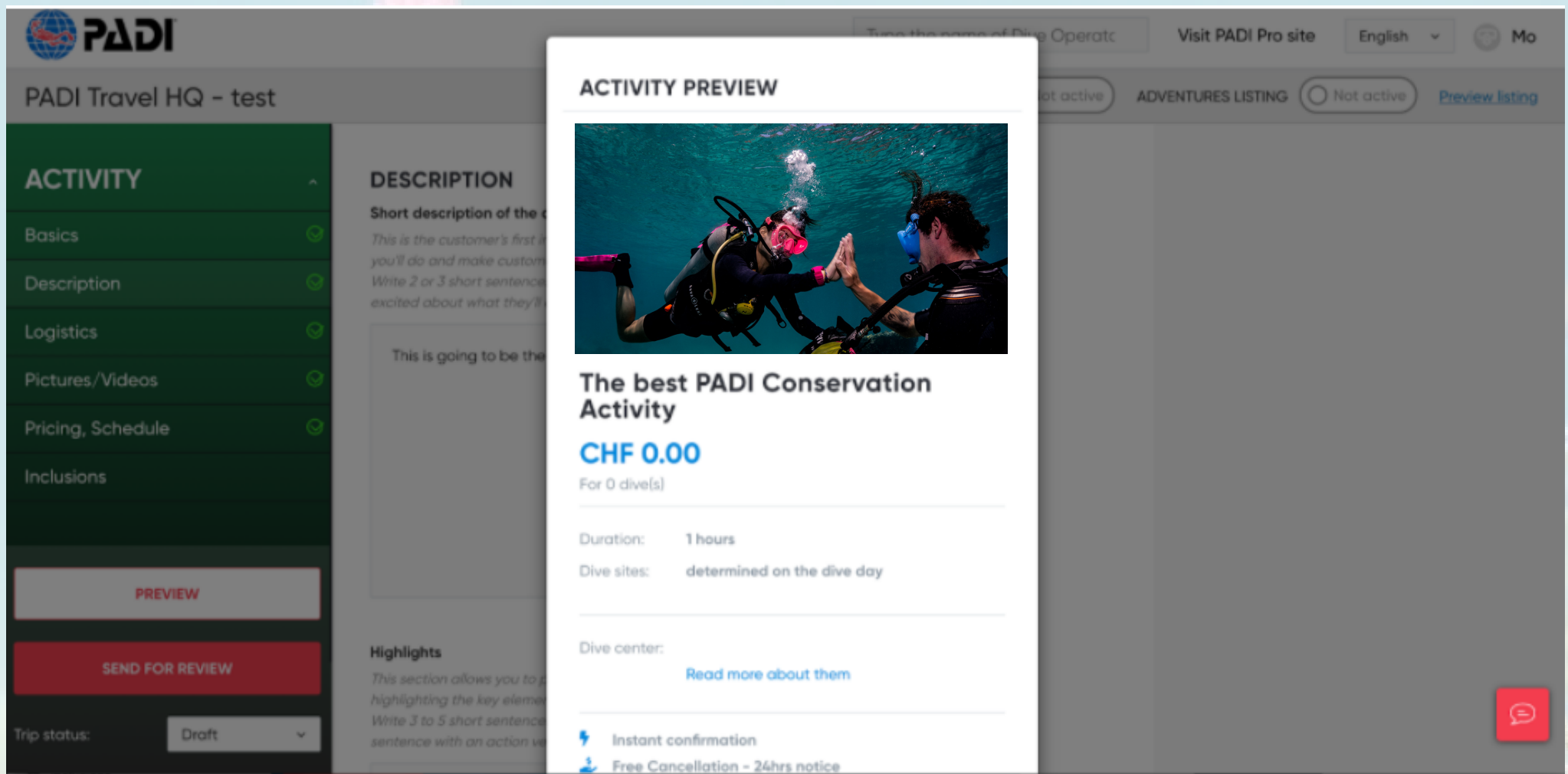
The screenshot shows the PADI Travel HQ - test interface. The top navigation bar includes the PADI logo, a search bar, and links to the PADI Pro site, English, and Mo. The main header shows 'PADI Travel HQ - test' and two tabs: 'TRAVEL LISTING' (Not active) and 'ADVENTURES LISTING' (Not active). A 'Preview listing' link is also present. The left sidebar has a menu with 'Back To All Products' and 'ACTIVITY' (Basics). The main content area is titled 'NEW PRODUCT'. The 'Product type*' dropdown is open, showing options: Dive Trips, Snorkelling Trips, Dive courses, Social event, and 'Conservation Activity' (highlighted in red). Below this, the 'Duration*' field is set to 'Hour'. The 'Number of dives*' field is empty. The 'Dive site(s):' section has two radio buttons: 'Not defined in advance' (selected) and 'Always the same for this activity'. A red speech bubble icon is in the bottom right corner.

5. Enter all of the required fields and continue to add all necessary details (description, location, categories, etc) to your Conservation Activity.

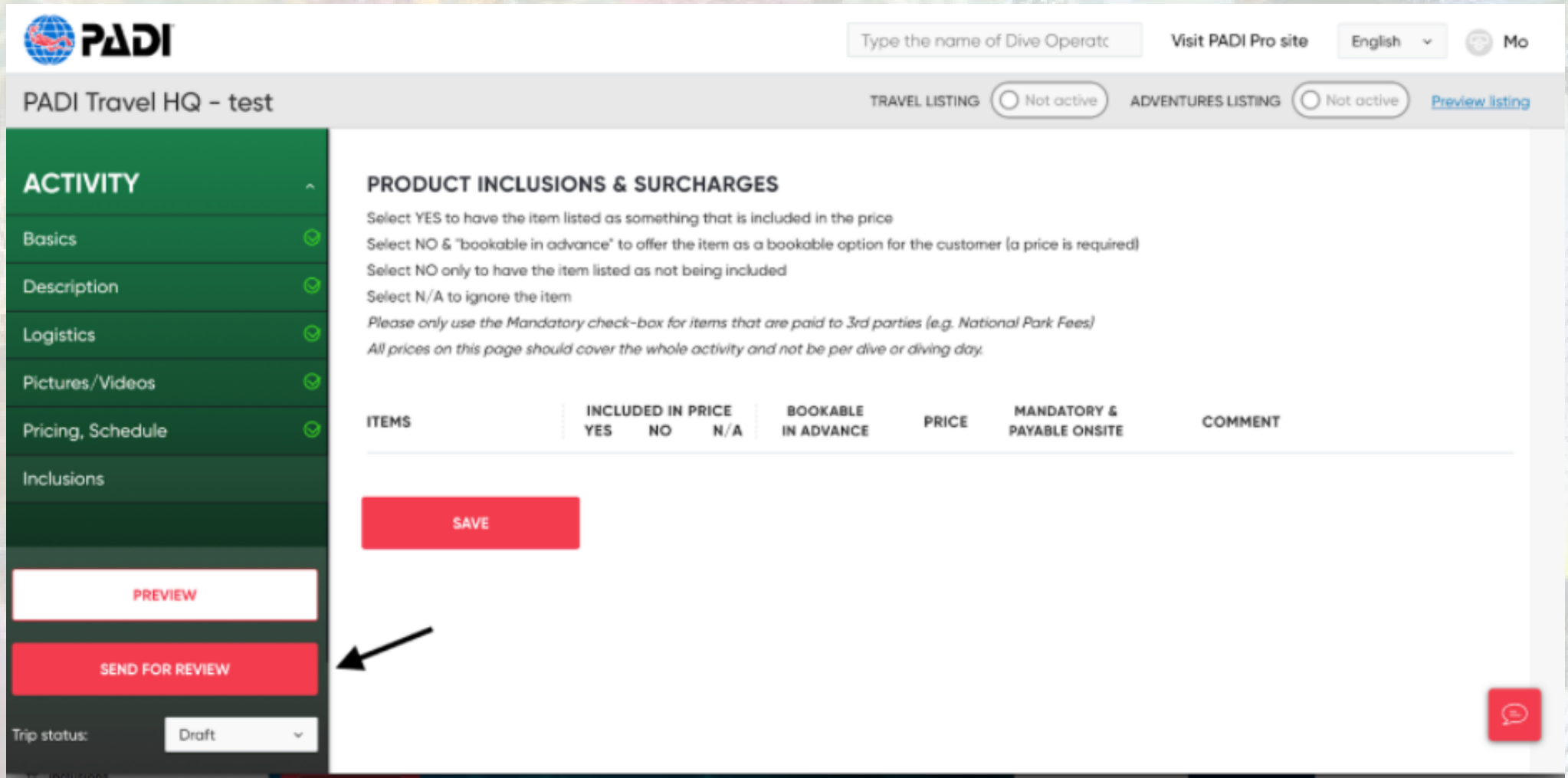


The screenshot shows the PADI Travel HQ - test interface. The top navigation bar includes the PADI logo, a search bar, and links to the PADI Pro site, English, and Mo. The main header shows 'PADI Travel HQ - test' and two tabs: 'TRAVEL LISTING' (Not active) and 'ADVENTURES LISTING' (Not active). A 'Preview listing' link is also present. The left sidebar has a menu with 'Back To All Products' and 'ACTIVITY' (Basics). The main content area is titled 'NEW PRODUCT'. The 'Product type*' dropdown is set to 'Conservation Activity'. The 'Category*' dropdown is open, showing options: 'MARINE DEBRIS', 'CITIZEN SCIENCE', Marine Species, Habitat Restoration, Climate Change, 'Courses & Education' (highlighted in red), Internship, and Conservation Activity. Below this, the 'Activity duration*' field is set to '1 Hour'. The 'Location*' section has three radio buttons: 'Dive Site' (selected), 'Address', and 'Online'. The 'Dive site(s):' field is empty. A red speech bubble icon is in the bottom right corner.





6. As you make progress, select the “Preview” button to preview what your Conservation Activity page will look like











7. Select “Send for Review,” when ready to publish this Conservation Activity. This will then be reviewed by PADI staff











8. Go back to the product list, and you should now see that your Conservation Activity is “In Review” status

	THE BEST PADI CONSERVATION ACTIVITY	Conservation Activity	CHF 0	In review	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	  
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If you need to go back and edit details, select the pen or “Edit” icon under Product listings.

	THE BEST PADI CONSERVATION ACTIVITY	Conservation Activity	CHF 0	In review	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	  
	THE COOLEST CONSERVATION ACTIVITY	Conservation Activity	CHF 0	In review	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	  

If you want to make a copy of that product listing, select the two paper icon or copy icon to create a new listing using that listing as a template

	THE BEST PADI CONSERVATION ACTIVITY	Conservation Activity	CHF 0	In review	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	  
	THE COOLEST CONSERVATION ACTIVITY	Conservation Activity	CHF 0	In review	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	  

HIGHLIGHTS & DESCRIPTIONS

Highlights and descriptions should explain:

- What the activity is
- Why it's so great
- Why a diver should book with you

Think about why your current customers book this experience with you. How do you sell it to them? What gets them excited? What do they talk about after the activity is finished?

Less is more. Include the key selling points, but don't overdo it. The more text you include, the higher the chance that it won't be read and you'll miss out on potential new customers. Use bold to help your highlights stand out.

Example highlights and description could be:

- Clean up the reef and meet new friends!
- Be part of the world's largest marine debris citizen science project
- Join our award-winning, eco-minded and 100% AWARE community
- Dive Against Debris at Lighthouse Dive Site, 5 years running

Join us on our weekly Dive Against Debris! As an 100% AWARE Dive Center, we know what it means to protect our local reefs. We're a friendly and easy-going team and we can't wait to share our passion for conservation with you and help you take your first (or thousandth!) step as a citizen scientist.



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SELECTING IMAGES

Image selection is hugely important if you want to attract as many new divers to your conservation activities as possible.

As you'll know from your own booking experiences, pictures provide a lot of information and bring an activity to life!

Consider including high resolution images of:

- Your activity e.g. divers planting coral
- Your results e.g. pieces of debris collected
- Your fun dive team & facilities
- Your accomodation (if applicable)

If you don't have any images, you can still add your activity without images. However, you will benefit from taking some yourself and adding them in later.

Alternatively, approach photographers and offer a free conservation experience in exchange for their images of the activity. Social media is a great place to find photographers in your existing dive community.

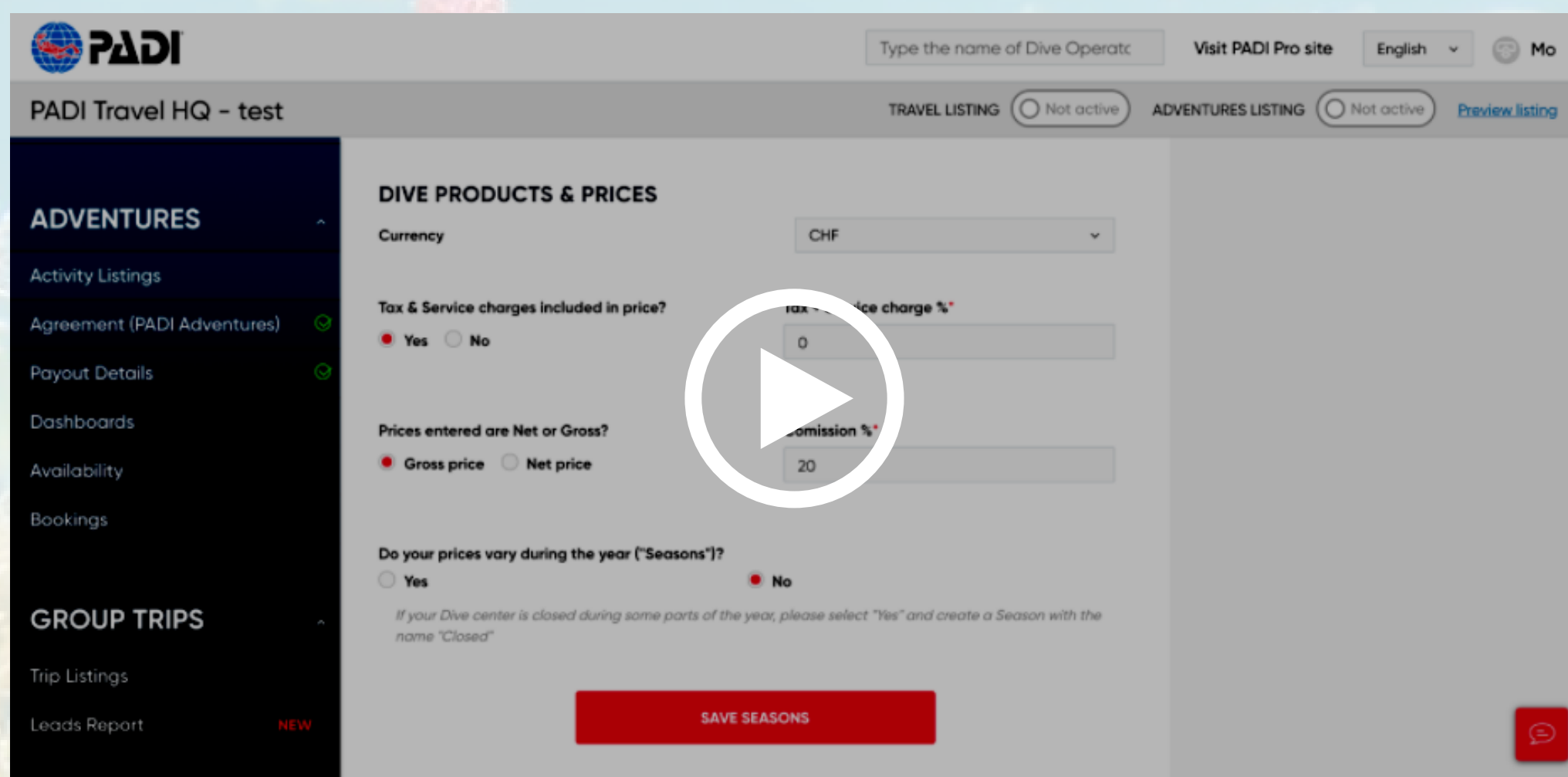


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WALK THROUGH VIDEO

This video shows you how to add an activity from start to finish. Watching it through before you begin adding your activity (then keeping it up to refer to when you're ready) will help you add your activities quickly and easily.



>>>> **CLICK HERE TO VIEW** <<<<



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