

如何添加一个环保活动

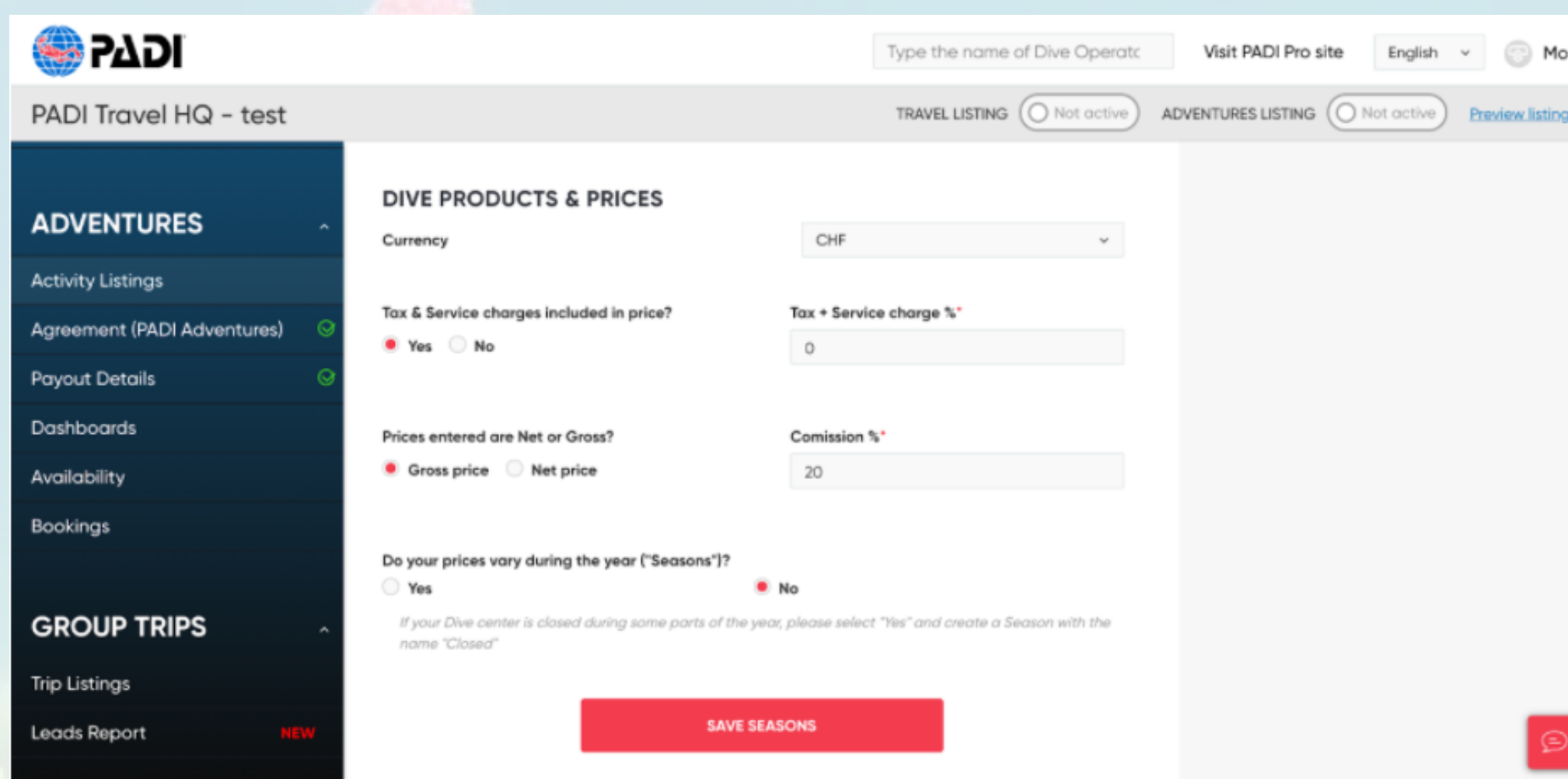
具体步骤



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1. 访问 business.padi.com，输入您的 PADI 专业人士账号和密码进行登录
2. 在页面侧菜单栏上找到“Adventures(探索)”选项，选择“Activity Listings(活动列表)”

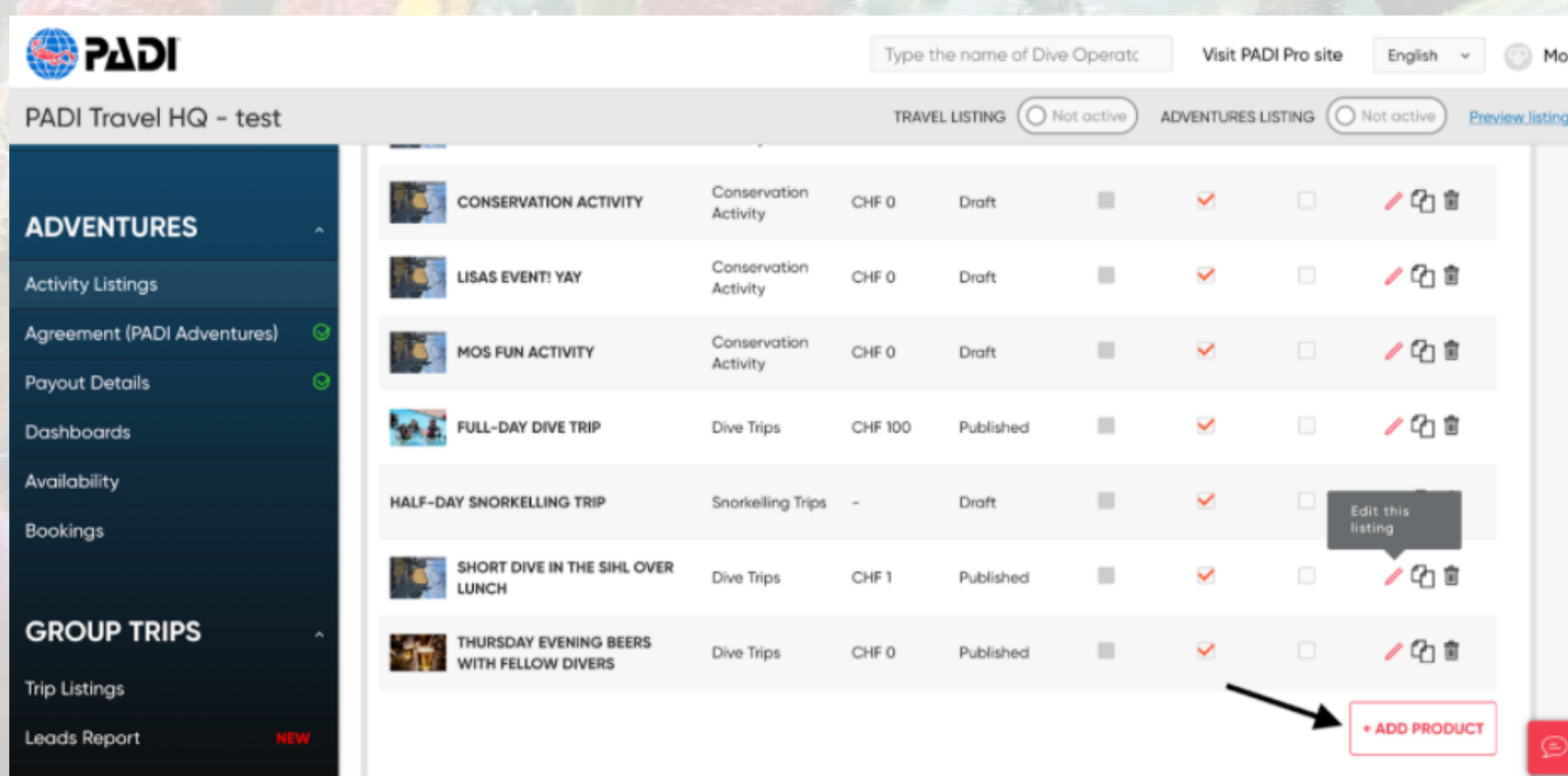


The screenshot shows the PADI Travel HQ - test interface. The left sidebar is expanded to 'ADVENTURES' and 'Activity Listings'. The main content area is titled 'DIVE PRODUCTS & PRICES' and contains several form fields:

- Currency: CHF
- Tax & Service charges included in price? Yes No
- Tax + Service charge %: 0
- Prices entered are Net or Gross? Gross price Net price
- Comission %: 20
- Do your prices vary during the year ("Seasons")? Yes No

A red 'SAVE SEASONS' button is located at the bottom center of the form.

3. 沿页面向下滑，找到“Product Listing (产品列表)”板块内容并选择“添加产品”

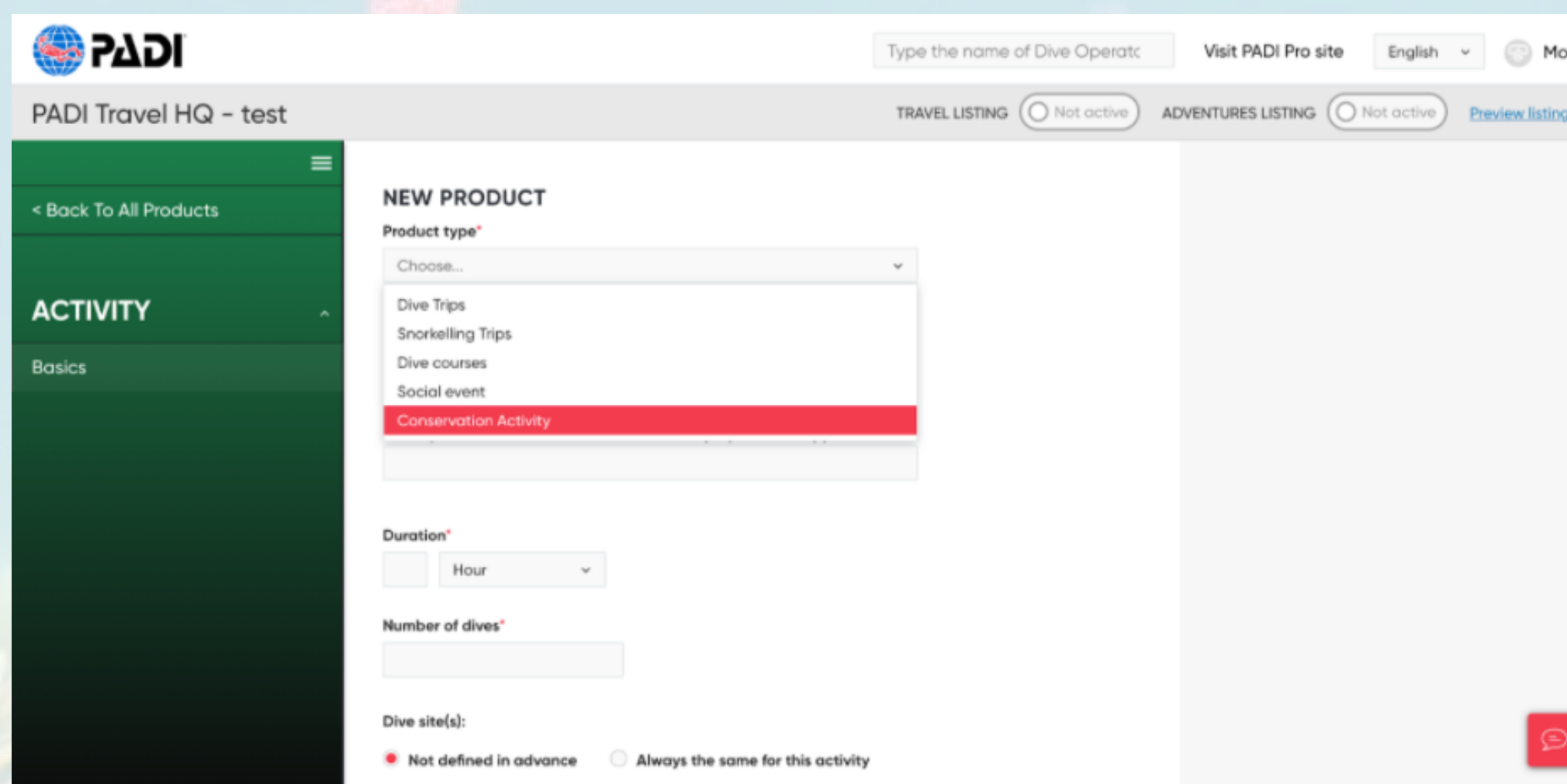


The screenshot shows the PADI Travel HQ - test interface with the 'Product Listing' table. The left sidebar is expanded to 'ADVENTURES' and 'Activity Listings'. The table contains the following data:

Activity Name	Category	Price	Status	Actions
CONSERVATION ACTIVITY	Conservation Activity	CHF 0	Draft	[Edit] [Delete] [Add]
LISAS EVENT! YAY	Conservation Activity	CHF 0	Draft	[Edit] [Delete] [Add]
MOS FUN ACTIVITY	Conservation Activity	CHF 0	Draft	[Edit] [Delete] [Add]
FULL-DAY DIVE TRIP	Dive Trips	CHF 100	Published	[Edit] [Delete] [Add]
HALF-DAY SNORKELLING TRIP	Snorkelling Trips	-	Draft	[Edit] [Delete] [Add]
SHORT DIVE IN THE SIHL OVER LUNCH	Dive Trips	CHF 1	Published	[Edit] [Delete] [Add]
THURSDAY EVENING BEERS WITH FELLOW DIVERS	Dive Trips	CHF 0	Published	[Edit] [Delete] [Add]

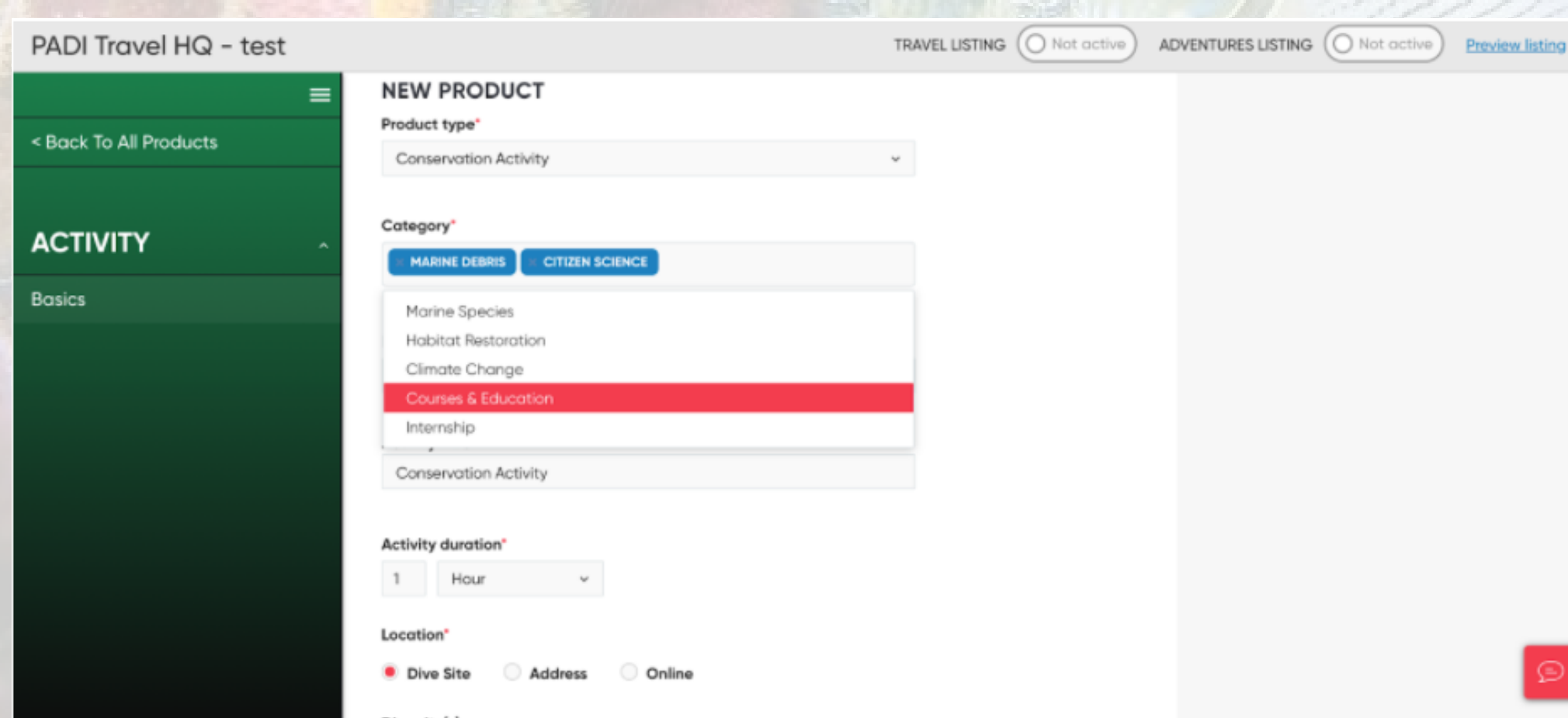
An arrow points to the '+ ADD PRODUCT' button at the bottom right of the table.

4.选择“Product Type (产品类型)”下拉菜单，然后选择“Conservation Activity (环保活动)”作为产品类型（请确保选择正确的产品类型，即“环保活动”，否则，这将更改您的PADI Adventure产品）



The screenshot shows the PADI Travel HQ - test website interface. The main heading is "NEW PRODUCT". Under "Product type*", a dropdown menu is open, showing options: "Choose...", "Dive Trips", "Snorkelling Trips", "Dive courses", "Social event", and "Conservation Activity" (which is highlighted in red). Below this, the "Duration*" field is set to "1 Hour". The "Number of dives*" field is empty. The "Dive site(s)" section has two radio button options: "Not defined in advance" (selected) and "Always the same for this activity".

5.输入所有必填字段，然后继续将所有必需的详细信息（描述，位置，类别等等）添加到您的环保活动信息中。



The screenshot shows the PADI Travel HQ - test website interface. The main heading is "NEW PRODUCT". Under "Product type*", the dropdown menu is set to "Conservation Activity". Below this, the "Category*" section has two buttons: "MARINE DEBRIS" and "CITIZEN SCIENCE". A dropdown menu is open, showing options: "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 button options: "Dive Site" (selected), "Address", and "Online". The "Dive site(s)" field is empty.

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PADI Travel HQ - test TRAVEL LISTING Not active ADVENTURES LISTING Not active [Preview listing](#)

ACTIVITY

- Basics
- Description
- Logistics
- Pictures/Videos
- Pricing, Schedule
- Inclusions

PREVIEW

DESCRIPTION

Short description of the activity*

This is the customer's first introduction to your activity. It should outline what you'll do and make customers want more. Write 2 or 3 short sentences that summarize your activity. To get customers excited about what they'll do, use action words like "explore", "see" or "enjoy".

Highlights

This section allows you to provide customers with a few punchy bullet points highlighting the key elements of your activity and what makes it special. Write 3 to 5 short sentences that tell customers what they'll see or do. Start each sentence with an action verb such as "discover" or "enjoy".

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PREVIEW

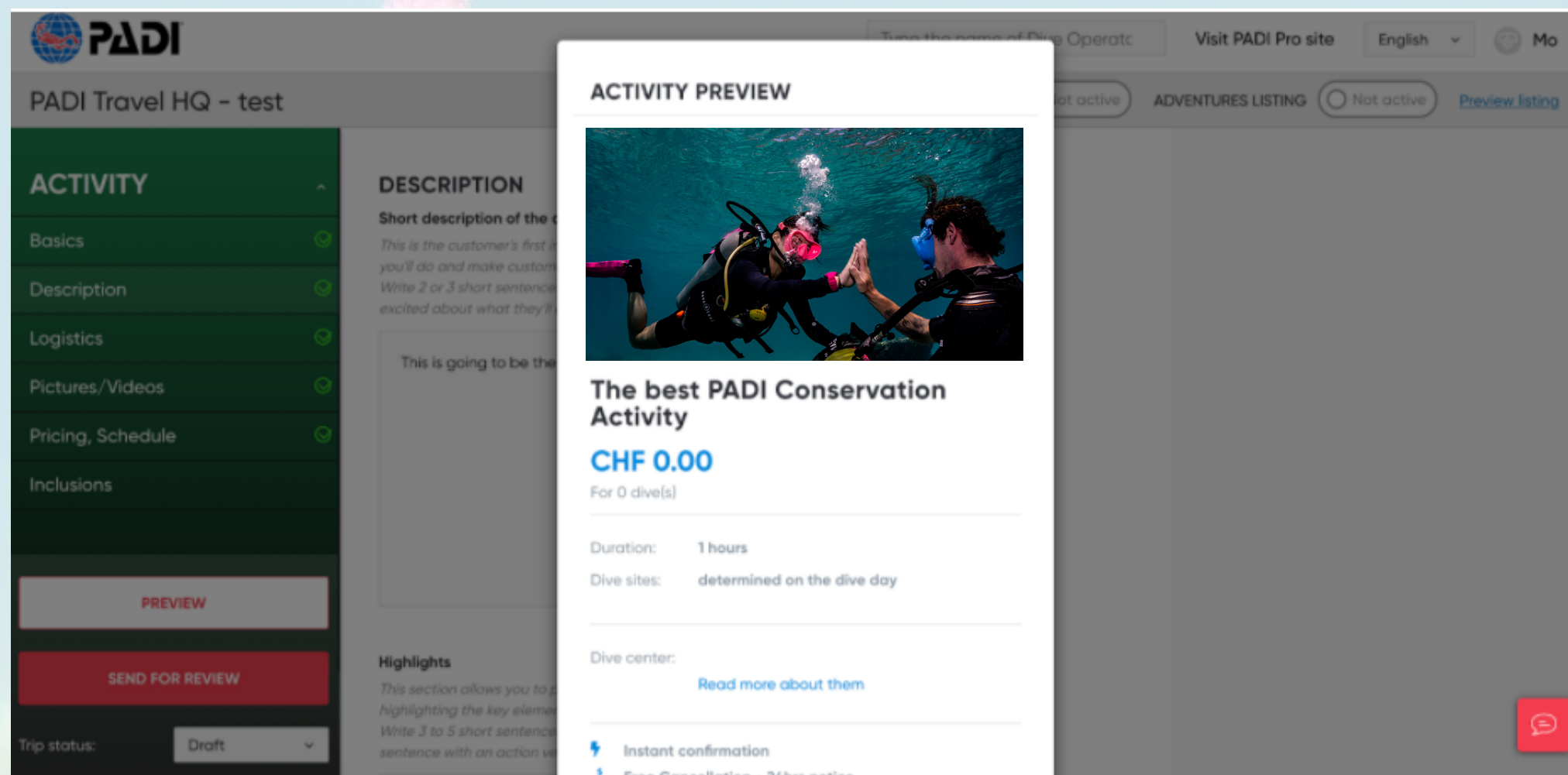
PICTURES / VIDEOS

MAIN COVER IMAGE OR VIDEO OF ACTIVITY

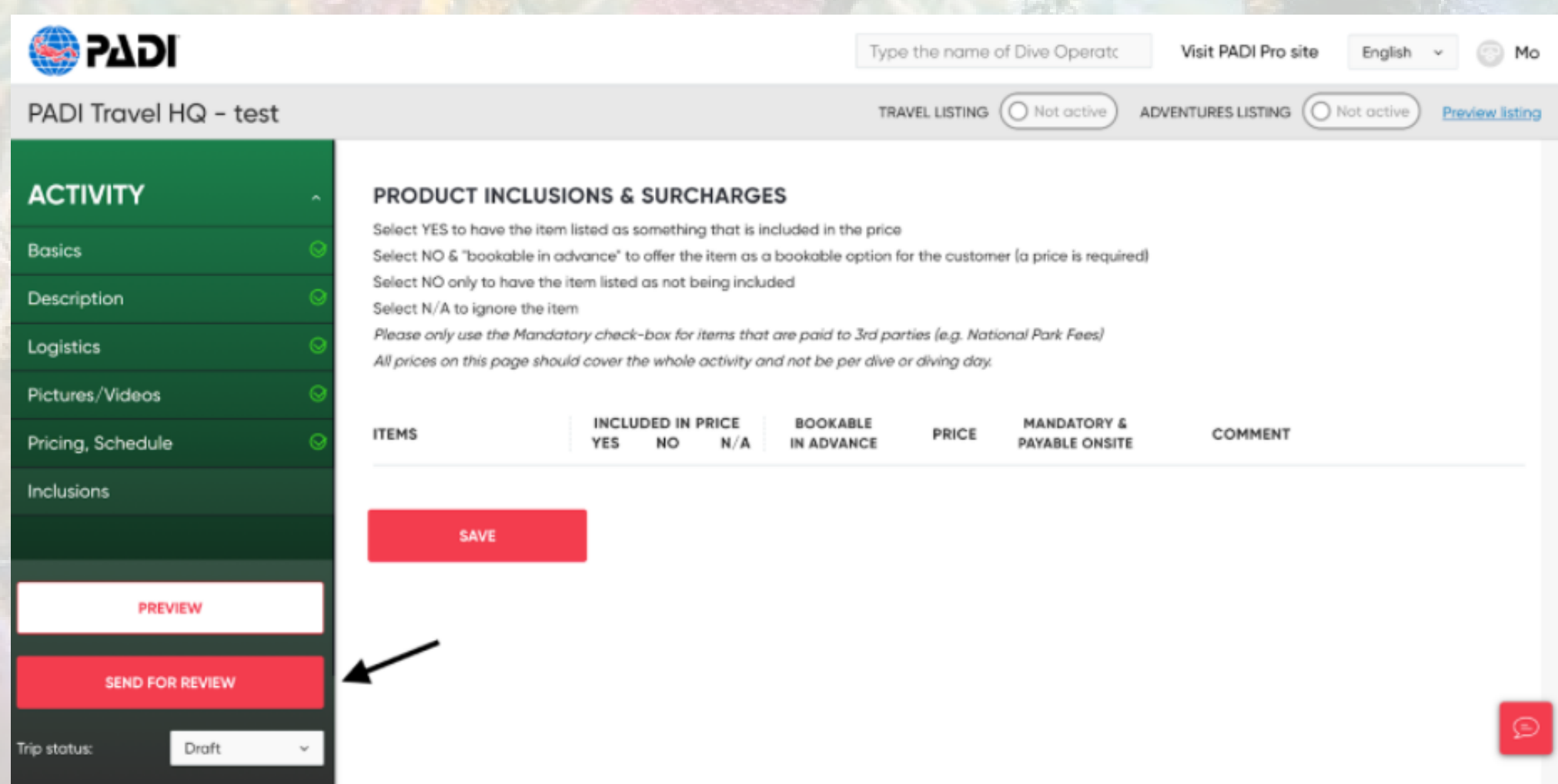
Selected cover image or video of the activity

You don't have cover image or video of activity

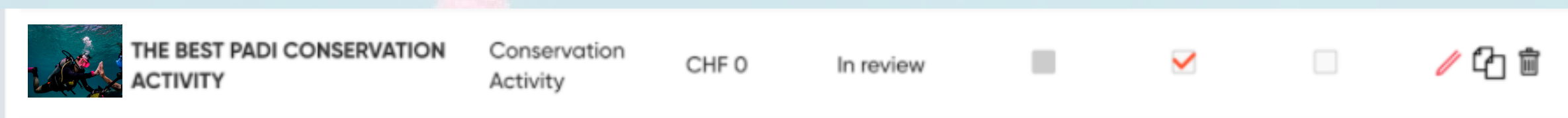
6.随着您填写更多的活动信息，您可以点击“Preview 预览”按钮以预览您的环保活动页面



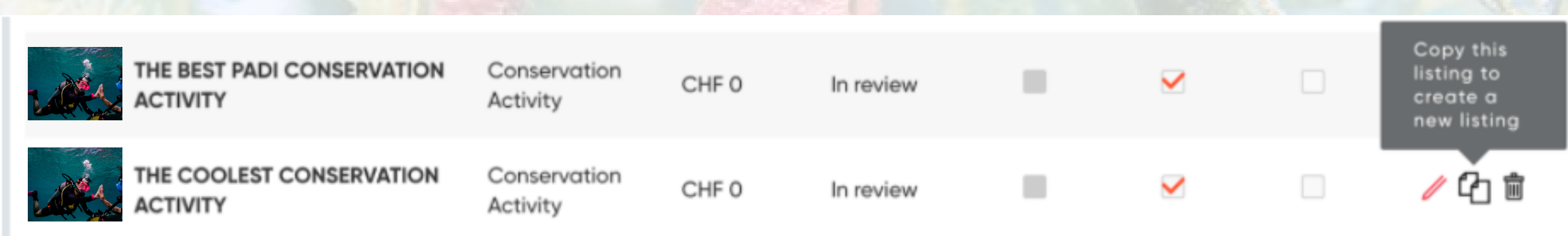
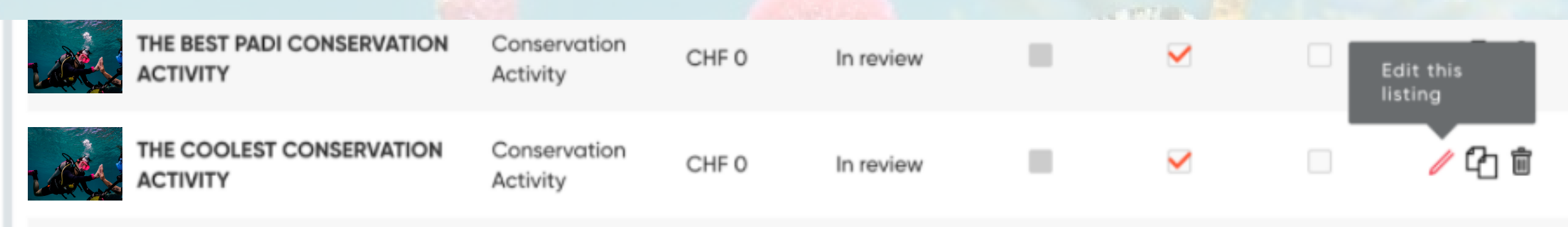
7. 准备好发布这个环保活动前，点击“Send for Review 发送审核”。系统会将这则活动信息发送给PADI工作人员进行审核



8. 返回到产品列表，现在您应该看到您的环保活动处于“审核中”的状态，如果需要返回并编辑详细信息，请点击“笔图标”或选择“产品列表”下的“Edit编辑图标”



如果您想复制该产品列表，请点击“两张纸图标”或“Copy复制图标”，创建一个以原列表为模板的新列表。



重点与描述

“重点与描述”部分需要说明：

- 是什么活动
- 活动的意义
- 为什么潜水员要参与这个活动

想一想为什么您当前的顾客会想报名参加这个活动。该怎么吸引他们？有什么令他们感兴趣的地方？活动结束后，他们会有什么评价？

少即是多。确保您阐述清楚关键的卖点，但不要过分夸大。您描述的文字越多，这些内容不会被阅读的机会就越大，这样您就会错过潜在的新客户。关键内容加粗可以助您突出注重。

一个“重点与描述”的例子供您参考：

- 清洁珊瑚礁并结识新朋友！
- 成为世界上最大的海洋垃圾公民科学项目的一部分
- 屡获殊荣，极具环保意识和100%AWARE的社区期待您的加入

和我们一起参加每周一次的打击海洋垃圾潜水活动Dive Against Debris! 作为一间100% AWARE的潜水中心，我们知道保护本地珊瑚礁的意义。我们是一个友好而随和的团队，我们迫不及待想与您分享我们对保护的热情，并帮助您迈出公民科学家的第一步（或第一千步！）。



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图片选择

如果您想吸引尽可能多的新潜水员参加您的环保活动，那么图片的选择就非常重要了。从您自己过往的预订经验中您也意识到图片可以提供很多信息，并让整个活动栩栩如生！

您可以考虑使用以下高分辨率图片：

- 您的活动场景图片，例如：潜水员种植珊瑚
- 您的活动结果，例如：收集上来的各类海洋垃圾
- 您的潜水团队和设施
- 您的住宿（如果适用）

如果您没有任何图片，您仍然可以添加没有图片的活动。您可以在之后的活动中自己拍摄一些素材以供后续的活动宣传使用。

另外，您还可以联系摄影师，与他们进行资源置换，为他们提供免费的环保活动体验，以求使用他们的图片素材。社交媒体是您在现有的潜水社区中寻找摄影师的好地方。

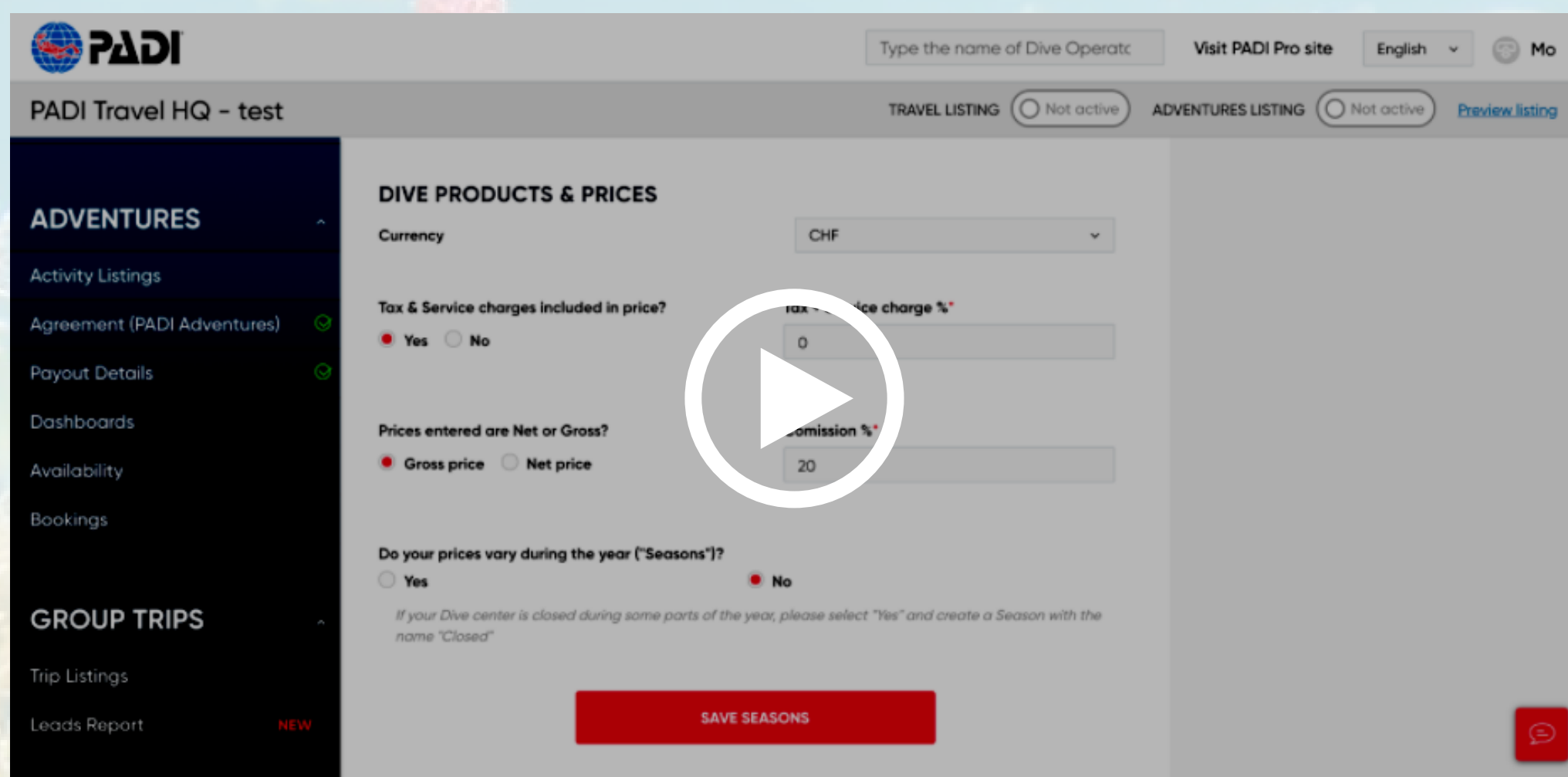


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操作视频演示

该视频将向您展示如何添加一个活动的全过程。在您开始添加活动之前先观看一遍（然后保存好视频以备不时之需），将有助于您轻松、快速地添加活动。



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