



Schedule of Services to be provided to PADI EMEA by Regional Business Advisors

Business Relationship: Independent contractor

Primary contact within PADI EMEA: Territory Director

Location of work: The Contractor will perform the Services from their own premises or residence, and from the locations of PADI Members' Dive Centres or Resorts.

Hours: The Contractor has the freedom to set their own work schedule and activity, whilst complying with any applicable local laws regarding hours of work for Independent contractors.

Services:

- Visit and support PADI members in the designated Region (hereafter "Region"), providing business consultancy and training consultancy on diving related topics, and promoting PADI products, education system and philosophy.
- Assist the EMEA Sales team with merchandise and PIC sales goals for the Region by highlighting current promotions, organising and attending promotional events within the region and providing feedback from the members.
- Contribute to the development and implementation of product promotions and campaigns.
- Function as instructional specialist in consultation/seminars with PADI members.
- Maintain regular contact with PADI Dive Centres and Resorts through a combination of store/resort visits, phone calls and emails.
- Provide public relations for PADI as needed.
- Review store/resort member applicant qualifications with PADI Retail Association and PADI International Resort Association.
- Competitive Acquisition: Identify potential stores and assist the Territory Director to develop strategies to convert business opportunities.
- Assist PADI Field Services to reach new member goals as well as retention goals for PADI Dive Centres & Resorts.
- Promote PADI Dive Centre and Resort national promotions.
- Assist legal advisors to represent PADI before governments and official agencies as needed.
- Actively participate in follow up programs associated with Business of Diving programs, including Management Training Workshop and Con Ed Workshop. This includes, but is not limited to, telephone (or other) communications with participants to discuss progress of workshop agreement action items and appropriate follow up.
- Ensure all necessary reports are provided as required. These include: Sales History, Calendar Year Proposed Activities, Trip Status, Competitive Report, Seminar Income/Expense Report, annual itinerary.