



**GET READY TO POWER UP WITH
PROVEN BUSINESS PRACTICES**

INFORMING

ADVANCING

INCREASING

CONNECTING



PADI Business Academy

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

It's time to harness the power of your business and take it to the next level with the PADI Business Academy. Through nine 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.

Initially, seven two-day Business Academy programs are scheduled for 2012. Check out the dates and locations inside and get ready to power up your business!

It's Time To Harness The Power

What can Business Academy do for My Business?

Informs with resources and contemporary business tools you need to succeed.

At 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.

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