HEAD WATERSPORTS | mares SSI AQUALUNG apeks ZOGGS AQUASPHERE

# 2026 DEMA SCHEDULE
# BOOTH 1629 | ROOM 271

## TUESDAY 11/03

9-10 WHAT'S NEW AT SSI
10-11 BUILDING YOUR VILLAGE - THE SOCIAL SIDE OF DIVING
11- 12 SSI STANDARDS AND TEACHING MINORS
12-1 HOW TO LAUNCH YOUR GI BILL & SKILL BRIDGE REIMBURSEMENT PROGRAM - WHAT CENTERS & PROS NEED TO KNOW
1-2 THE STATE OF HEAD WATERSPORTS – A LEADERSHIP UPDATE ON CURRENT CONDITIONS AND PLANS FOR THE FUTURE
2-3 HOW TO SELL BC'S - TIPS & TRICKS TO INCREASE YOUR REVENUE
3-4 MAXIMIZE YOUR MARKETING POTENTIAL WITH SCUBAGO - YOUR NEW BOOKING PLATFORM
4-5 GET KIDS SALTY - HOW TO BUILD THE NEXT GENERATION OF DIVERS, OCEAN ADVOCATES, AND LIFELONG CUSTOMERS

## WEDNESDAY 11/04

9-10 MEET THE NEW MARES SMART VIEW 80 PHONE HOUSING - TURN EVERY CUSTOMER INTO A CONTENT CREATOR
10-11 RUNNING A DIVE CENTER 101: BEST PRACTICES EVERY STORE OWNER & MANAGER SHOULD KNOW
11- 12 RISK MANAGEMENT AND HUMAN FACTORS IN SCUBA INSTRUCTION
12-1 SWIMMING GOGGLES AS AN ADD-ON SALE BY AQUASPHERE AND ZOGGS
1-2 THE GROWTH OF AI - THE NEW SSI APP & WHAT TO EXPECT AS WE EXPAND OUR TECHNOLOGY FOOTPRINT
2-3 YOUR MARKETING PLAYBOOK FOR DIVE CENTER GROWTH - HOW TO INCREASE SEO AND MAXIMIZE CAMPAIGNS
3-4 THE STATE OF HEAD WATERSPORTS – A LEADERSHIP UPDATE ON CURRENT CONDITIONS AND PLANS FOR THE FUTURE

## THURSDAY 11/05

9-10 MAXIMIZE YOUR MARKETING POTENTIAL WITH SCUBAGO - YOUR NEW BOOKING PLATFORM
10-11 THE INS & OUTS OF BECOMING A FREEDIVING CENTER - HOW TO TAP INTO THE FREEDIVING MARKET
11- 12 DIVE COMPUTERS: THE KEY TO BETTER TRAINING, SAFER DIVING, AND INCREASED SALES
12-1 WHAT'S NEW AT SSI
1-2 GET KIDS SALTY - HOW TO BUILD THE NEXT GENERATION OF DIVERS, OCEAN ADVOCATES, AND LIFELONG CUSTOMERS
2-3 HOW TO SELL REGULATORS - TIPS & TRICKS TO INCREASE YOUR REVENUE
3-4 HOW TO LEVERAGE EMAIL CAMPAIGNS TO DRIVE LOCAL SALES
4-5 HOW TO LAUNCH YOUR GI BILL & SKILL BRIDGE REIMBURSEMENT PROGRAM - WHAT CENTERS & PROS NEED TO KNOW

## FRIDAY 11/06

9-10 SSI STANDARDS AND TEACHING MINORS
10-11 RISK MANAGEMENT AND HUMAN FACTORS IN SCUBA INSTRUCTION
11-12 THE GROWTH OF AI - THE NEW SSI APP & WHAT TO EXPECT AS WE EXPAND OUR TECHNOLOGY FOOTPRINT
12-1 RUNNING A DIVE CENTER 101: BEST PRACTICES EVERY STORE OWNER & MANAGER SHOULD KNOW

# 2026 DEMA SEMINAR TOPIC DESCRIPTIONS

## WHAT'S NEW AT SSI

As an industry leader in technology and innovation for diver training, SSI continues to improve its programs and introduce products and services to enhance diver education. In 2026, SSI equipped its Centers and Professionals with various new products, features, and tools. Come see what's new at SSI and what we have planned for 2027! Presented by Nick Powers and Manny Figueroa.

## BUILDING YOUR VILLAGE - THE SOCIAL SIDE OF DIVING

Strong dive communities create loyal customers. Discover practical ways to build meaningful connections through social events, local partnerships, and engaging experiences that keep divers active, connected, and coming back. Learn how fostering community can strengthen your dive center and drive long-term growth. Presented by Ken Konyshak and Vicki Miller.

## SSI STANDARDS AND TEACHING MINORS

Teaching young divers comes with unique responsibilities. Review SSI standards, best practices, and risk management strategies for working with minors while creating safe, engaging, and rewarding educational experiences for students and their families. Presented by Mike Schechter.

## HOW TO LAUNCH YOUR GI BILL & SKILL BRIDGE REIMBURSEMENT PROGRAM - WHAT CENTERS & PROS NEED TO KNOW

Join SSI Military Programs Manager Nick Powers to discover why SSI is the leading training agency for helping U.S. military veterans transition from military service into rewarding careers as dive professionals. Learn how to launch a GI Bill® and SkillBridge reimbursement program, navigate the approval process, and position your dive center to attract veterans, active-duty military, and career-transitioning students.

## THE STATE OF HEAD WATERSPORTS - AN EXECUTIVE LEADERSHIP UPDATE ON CURRENT CONDITIONS AND WHAT'S PLANNED FOR THE FUTURE

Join the HEAD Watersports executive leadership team for an exclusive look at the current state and future of the brands you trust. Discover how the integration of SSI, Mares, Aqualung, Apeks, Zoggs, Aquasphere, and our other watersports brands is creating new opportunities for dealers, get a preview of upcoming products and programs, and hear firsthand our vision for 2027 and beyond during this interactive leadership panel.

## HOW TO SELL BC'S - TIPS & TRICKS TO INCREASE YOUR REVENUE

Take the guesswork out of selling BCs. Explore practical sales techniques, product positioning, and customer-focused conversations that help divers choose the right buoyancy compensator while driving higher equipment revenue for your dive center. Presented by David Hall.

## MAXIMIZE YOUR MARKETING POTENTIAL WITH SCUBAGO - YOUR NEW BOOKING PLATFORM

Discover what's new with Scubago! Learn how to generate direct bookings with your center, increase your online presence, and connect with more divers. Free for SSI Training Centers and open to all operators as Scubago Partners, Scubago is backed by the industry's largest dive site database.

## GET KIDS SALTY - HOW TO BUILD THE NEXT GENERATION OF DIVERS, OCEAN ADVOCATES, AND LIFELONG CUSTOMERS

Discover how you can build a thriving youth diving program. Learn how our Get Kids Salty initiative will help your dive center attract new families, increase certifications, promote conservation, and develop the next generation of divers. Whether you're just getting started or looking to expand your youth offerings, you'll leave with practical ideas to grow your business while shaping the future of diving. Presented by guest speaker Dr. Tonya Shearer of the Guy Harvey Foundation.

## MEET THE NEW MARES SMART VIEW 80 SMART PHONE HOUSING - TURN EVERY CUSTOMER INTO AN UNDERWATER CONTENT CREATOR

Join us for an exclusive introduction to the new Mares Smart View 80 Housing & App for iPhone and Android. Learn how the system works, both as a camera housing and dive computer. We'll also cover effective strategies for marketing it to your customer base and creative ways to generate additional revenue - including offering it as a rental item, especially for resorts, travel destinations, and dive operations.

# 2026 DEMA SEMINAR TOPIC DESCRIPTIONS

## RUNNING A DIVE CENTER 101: BEST PRACTICES EVERY STORE OWNER & MANAGER SHOULD KNOW

A Training Center does a lot more than train divers. Whether you're new to (or interested in) dive store ownership or looking to improve operations, this session covers proven best practices for running a successful dive center - from staffing and customer service to policies and procedures, helping your Center run smoothly, so you have time to work ON your business, not just IN your business. Presented by Mike Schechter.

## RISK MANAGEMENT AND HUMAN FACTORS IN SCUBA INSTRUCTION

Great instructors do more than teach skills - they manage people. Explore how human factors influence decision-making, communication, and safety, and learn practical strategies to reduce risk, avoid complacency, and build a culture of continuous improvement, while improving the student experience. Presented by Mike Schechter.

## SWIMMING GOGGLES AS AN ADD-ON SALE BY AQUASPHERE AND ZOGGS

Don't overlook one of the easiest add-on sales in your store. Learn how selling swim goggles can increase average transaction value, attract new customers, and create repeat business year-round. Presented by Jerrod Kowalski.

## THE GROWTH OF AI - THE NEW SSI APP & WHAT TO EXPECT AS WE EXPAND OUR TECHNOLOGY FOOTPRINT

Take a closer look at the newly updated SSI App and discover how emerging technologies are helping shape the future of the SSI ecosystem. Learn what's new, what's on the horizon, and share your ideas during an interactive discussion with SSI IT Director, Christian Krzywicki, about the digital tools that will best support your business.

## YOUR MARKETING PLAYBOOK FOR DIVE CENTER GROWTH - HOW TO INCREASE SEO AND MAXIMIZE CAMPAIGNS

Marketing doesn't have to be overwhelming. Learn practical strategies to improve your online visibility, maximize conversions from your marketing campaigns, optimize SEO, and turn more of your website visitors into repeat customers. Presented by Megan Ehrenberg and Rachael Steidley.

## THE INS & OUTS OF BECOMING A FREEDIVING CENTER - AN OVERVIEW OF INSTRUCTION, EQUIPMENT, AND HOW TO TAP INTO THE FREEDIVING MARKET

Freediving is growing worldwide and we want you to get in on the action! Learn how to become a Freediving Center, explore freediving equipment opportunities, and discover how adding freediving can attract new customers and create additional revenue for your dive business. Presented by Michael and Rachael Steidley.

## DIVE COMPUTERS: THE KEY TO BETTER TRAINING, SAFER DIVING, AND INCREASED SALES

Dive computers aren't just for diving - they are powerful teaching tools. Learn how integrating computers into your training programs improves diver safety, enhances student confidence, improves the customer experience, and creates a new revenue opportunity for your dive center. Presented by Michael Steidley.

## HOW TO SELL REGULATORS - TIPS & TRICKS TO INCREASE YOUR REVENUE

Help your customers breathe easier - both underwater and during the buying process. Discover proven techniques for recommending the right regulator, communicating product value, and creating confident purchasing decisions that lead to happier divers and increased sales. Presented by Chris Stoebenau.

## HOW TO LEVERAGE EMAIL CAMPAIGNS TO DRIVE LOCAL SALES

Email remains one of the most effective marketing tools available. Learn how to create engaging campaigns that increase course enrollments, promote equipment sales, and keep your local diving community connected year-round. Presented by Megan Ehrenberg and Rachael Steidley.