

Organizing a DEMO Day



Topics We Will Cover

1. What is a demo about? Do we want one?
2. What are the goals?
3. How do I organize?
4. What kind of gear?

Manufacturer DEMO Events



DEMO

Definition:

The action or process of showing the existence or truth of something by giving proof or evidence.

Implies a sales process

Nobody gets excited by a commercial



What are the goals??

1. Is it a Equipment demo?
2. Are you trying to sell? What?
3. How do you attract an audience?

This is about.....

YOU!!!



Working another angle

DEMO

Mentor

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Pete Nawrocky

Has completed the course requirements for the rating of:

Cert #: 10821
Date: 2016-03-24

DUI/OMS Mentor Program Instructor

Facility: SDI/TDI/ERDI Headquarters
Stuart, Florida United States

Inst: SDI/TDI/ERDI Headquarters Member #:5280

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Mentor

1. An experienced and trusted adviser.
2. To advise or train

Build on their skills using your skills



What is Mentoring about?

Showcase your skills

1. Explain the goals for the dives
2. Demonstrate what you want them to do
3. This gains confidence in your abilities
4. Opens the door for more in depth discussion, classes?

Who is the target Audience

Everybody!!!!



Divers want more than Internet Guru's

Introduce, Refine, Augment

Get Back Basics

Kick Cycles

Reel/Finger Spool

Use of SMB

Use of Lift Bag

Specialty equipment

Sidemount

Full-face Mask

Double cylinders.

The Basics

- **Proper weighting**
- **Gear configuration**
- **Proper Trim**
- **Introduce Fin kicks**
 - **Frog**
 - **Helicopter turn**
 - **Back Kick**
 - **Modified Frog**
 - **Modified Flutter**

Kick cycle



Ex. Kick cycle
Students set up
course

Use Reel

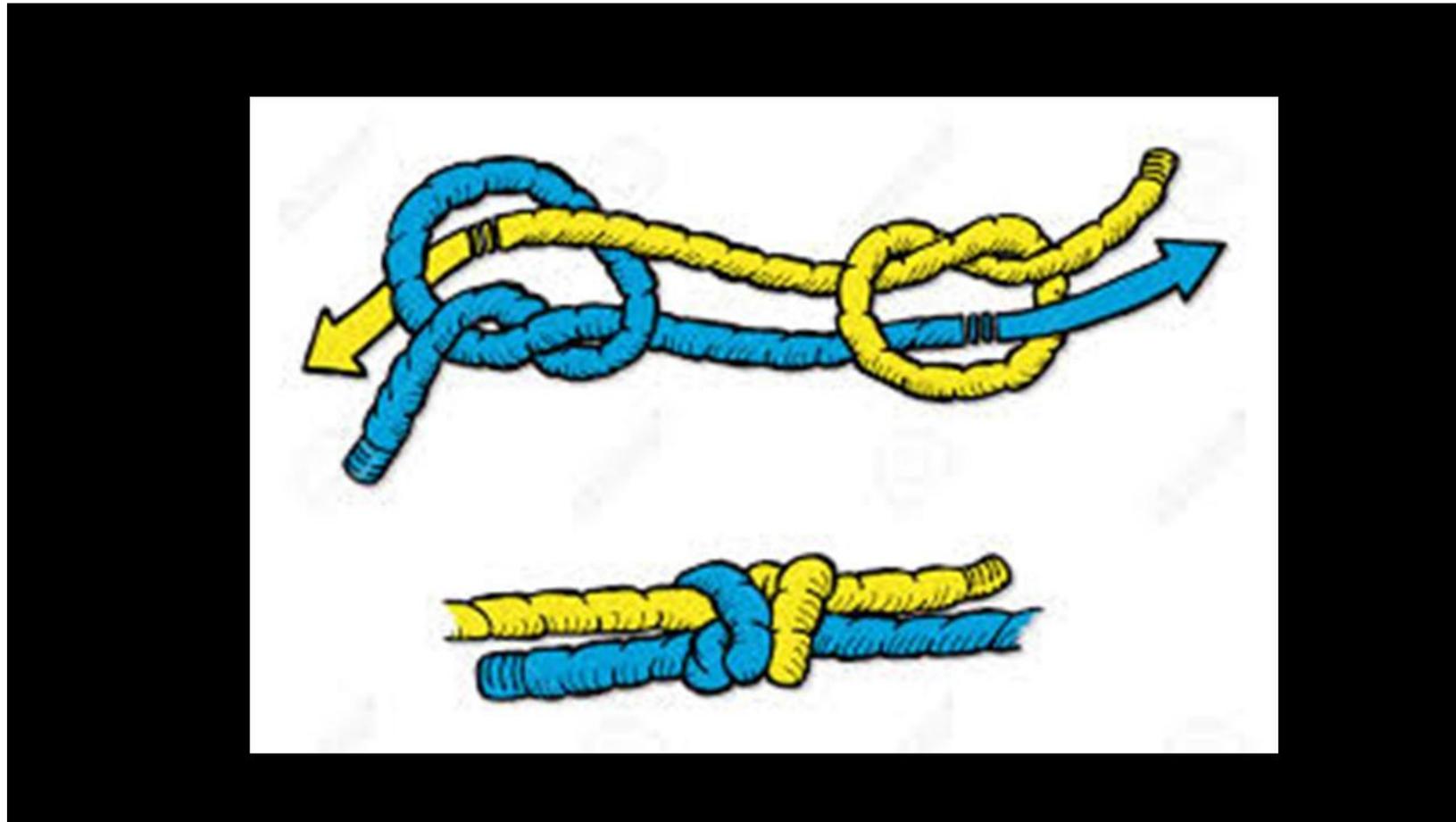
Use Line

Arrows/Cookies

Introduce techniques

- **Proper tie off**
- **Handling, controlling the reel/ finger spool reduce backlash**
- **Team environment**
- **Divide the tasks**

Introduce: Think different Refine



Repairing a Cut Line

Simplest way to repair

Easy to tie knot

Heavy gloves restrict dexterity

Must be able to fit in reel slot.....why?

Use a finger spool

Showing Introductory Skills

Reel/Finger Spool



Advanced Adventure

Intro to Tech

Wreck/Cavern



Gear sales

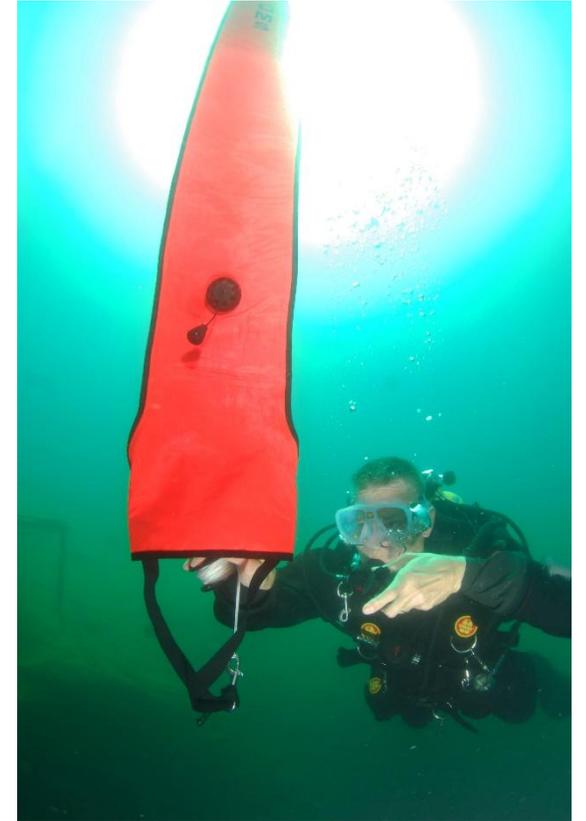
Augment



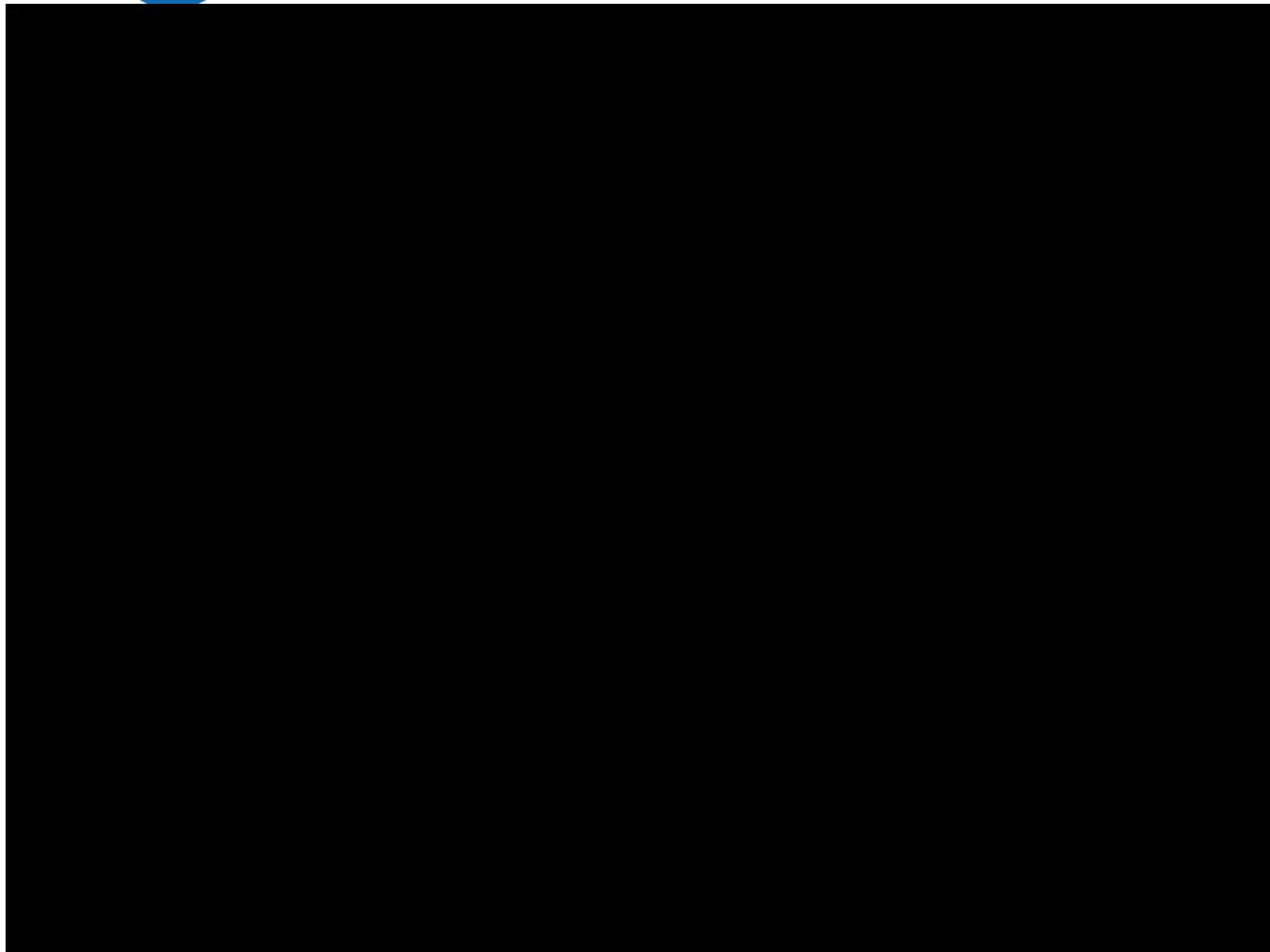
SMB Techniques

Stress Neutral Buoyancy

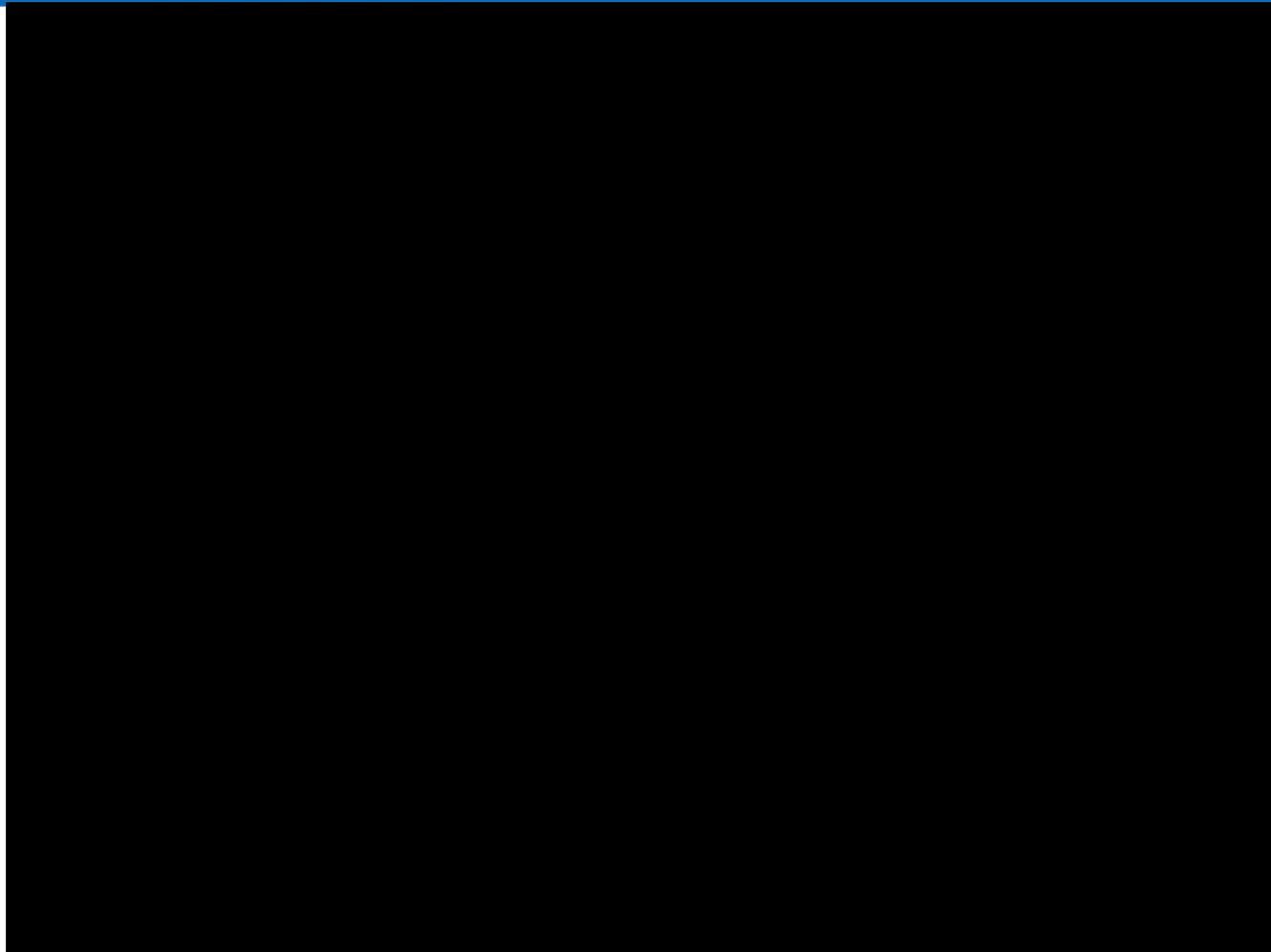
Show at least 3 ways



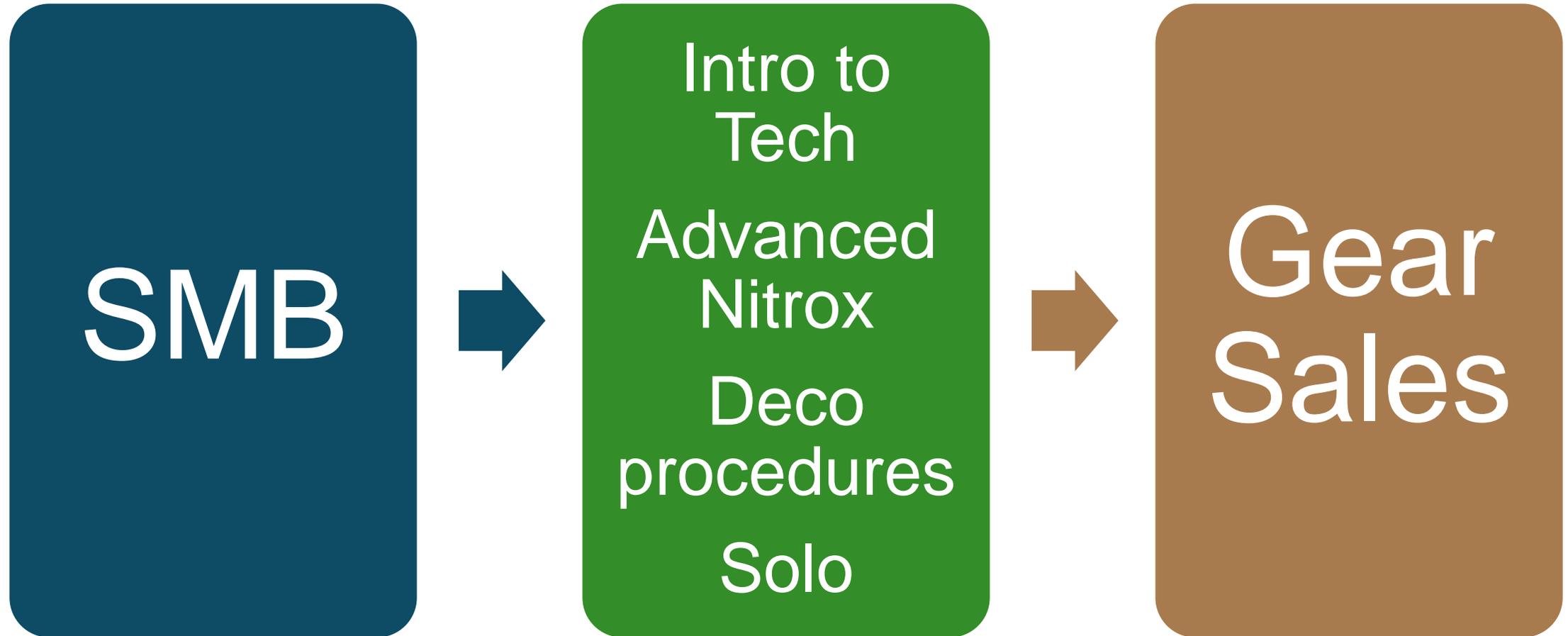
Introduce the skill they need to know



Have a little FUN

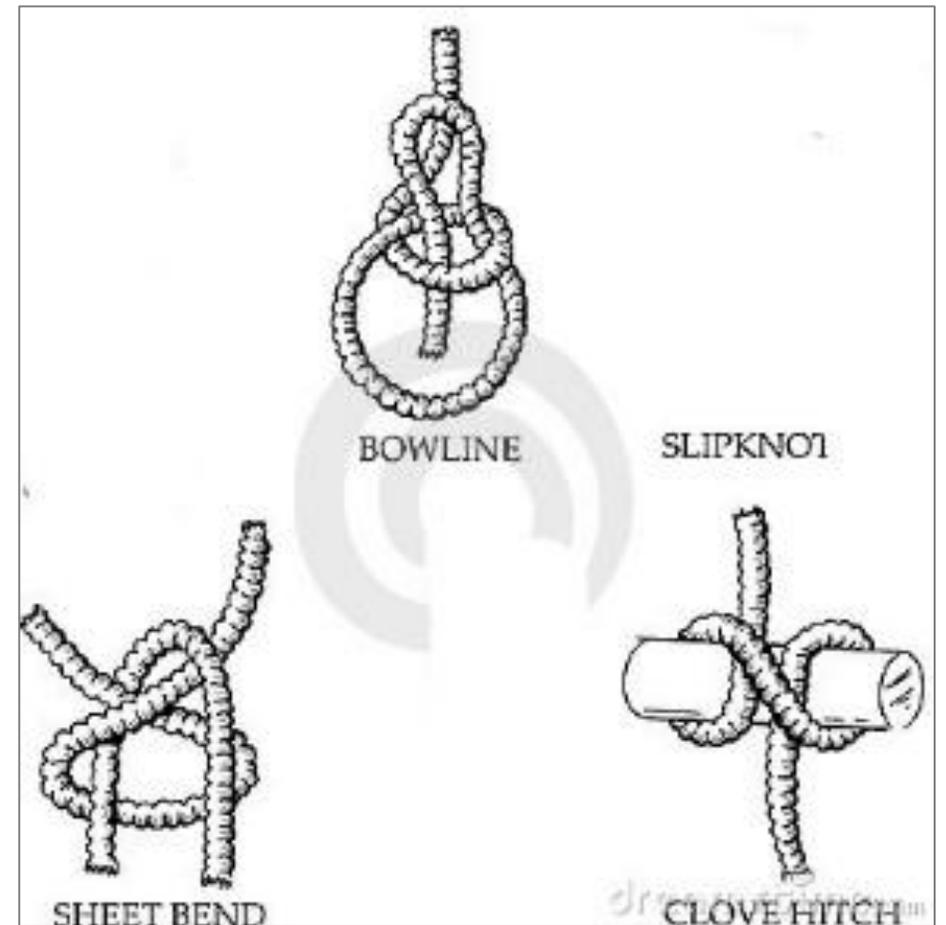


Adding or Reinforcing a Skill



Adding more to Lift bags

- Team Project
- Use a Milk Carton
- 4 different lengths of line
- Teach the following knots
 - Sheet bend
 - Clove hitch
 - Bowline



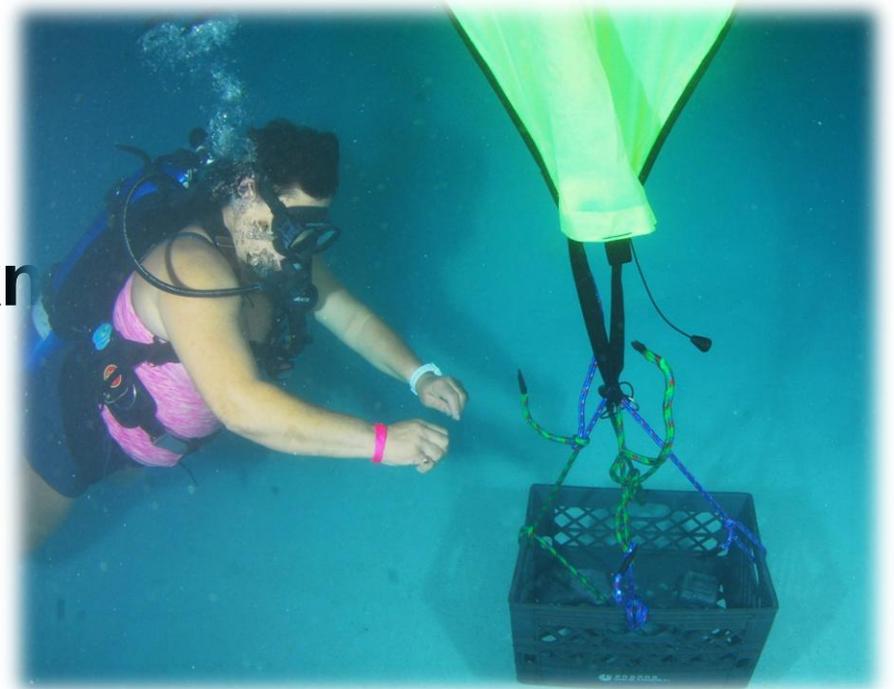
Lift Bag Team Exercise

- Teach entire group all three knots
- Explain the use of each



Then add the lift bag

- Create a cradle using the three knots
- Each team member assigned a specific knot
- One member attaches the lift bag



Build on what they just learned



Organization

Promote as event for all diving levels
Stress that no gear purchases needed
Designed to improve their diving
Keep groups small 4:1 ratio
Ex. Dutch Springs

Organization

Mentor Program

Use Student Folders

Liability Coverage

Student Certification

Equipment

- Use the gear they already own
Provide reels/spools, smb/lift bag
Specialty Gear
- Sidemount
 - Full face mask
 - Doubles



Work at the students level

Give them skills they can handle

Then guide them to a higher level.



End Result



Marketing

Mission Statement

October 6 2013 is the date for a great experience at Dutch Spring ,PA.! The SDI/TDI Mentor Day is a unique experience. Only 20 pre registered divers will be in attendance. SDI/TDI Instructors have been invited to help you further your diving knowledge and skill level. This day will have you experiencing some of the techniques utilized by Technical Divers worldwide. The aim is to have you leave with new skills, learn about different configurations and interact and learn with Technical Instructors.

Marketing

Previous students are the best marketing tool
They tell the story for you
Word of mouth
Promote within other classes i.e. nitrox

Promote TECHNIQUE not TECH



Questions?



THANK YOU !
pete@omsdive.com