



## Marketing Department News and Updates!

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### NAUI Ambassador Program

I am please to announce that we are working on the formation of a NAUI Ambassador Program. Currently we are developing a defined role along with expectations. In addition, we are putting together an application and contract. In doing so I will be including the requirements of our service centers along with any information that you may have. Please send your thoughts to [bdoran@nau.org](mailto:bdoran@nau.org) so that I can combine them into a great NAUI plan.

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### NAUI Direct Promotion

Last month we ran an email program to encourage NAUI Master Divers to continue their education to become a Divemaster! This first email went out only to the North American regions as a test market. Based on the success of working to send you more students we are

working on a plan to expand this type of targeted emails to all regions. Please stay tuned.

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## Photo Library

Thank you for the photos that you all have been sending. It is great to see what NAUI is doing worldwide. Feel free to submit photos to the gallery anytime. **It's as simple as drag and drop to upload.**

[Submit to the NAUI Photo Library Here > >](#)

This library will be a big boost in building the NAUI brand by providing a wide range of photos from NAUI members and divers around the world. We will be using these photos in our social media, marketing pieces and other NAUI promotional needs.



## NAUI Motivational Photo Winner!

The winner of the best NAUI Motivational photo is Carolyn Wagner from Rum Runner Dive Shop.

Thank you for sharing!

# FOLLOW US ON INSTAGRAM

[@nauworldwide](#)



**The Next Photo Contest**

Send in your best **NAUI Freediving Photo**. Go to <https://photolibrary.naui.org/> and upload a photo and story and be sure to give us a little story with it too.

We will announce the winner in the next newsletter on May 14, 2021. The winner will receive a **NES Advanced Diver Kit!**

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## NAUI Members Worldwide

In this new section, we will focus on a NAUI member's activities. Want to be featured or nominate someone to be showcased? **Email Bill Doran at [bdoran@naui.org](mailto:bdoran@naui.org) or Marketing at [marketing@naui.org](mailto:marketing@naui.org)**



## Brazil

This edition we will look at Marco Martha in Brazil and the posting of finishing up an ITC.

Depois de 13 dias de muito treinamento em Brasilia, mais um. ITC NAUI concluído com sucesso.

[Check it out here! >>](#)

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# Join us for the next NAUI Talk

Every two weeks the NAUI Marketing department runs the NAUI Talk webinar series with guest presenters, speakers, and discussions. Each topic is an opportunity for NAUI members around the world to build and succeed in their businesses. Sessions range from 30-60 minutes, time well spent!

*Have an idea for a NAUI Talk? Email Bill at [bdoran@nauai.org](mailto:bdoran@nauai.org)*



## Insurance

The next session on May 11, 2021 we will look at how to be professional in your online presentations as well as provide you with some tricks, tools and virtual backgrounds.

[Register for the webinar here](#)

## Are you on the list?

Feel free to invite your friends and fellow dive professionals to the NAUI Talk webinars, all are welcome. If you are not already, sign-up for NAUI Talk specific emails: <http://eepurl.com/hhcuG5>

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**Check out some of the most recent NAUI Talk's**



[View All Previous Recorded NAUI Talk's](#)

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## Social Media

Are you following or friends with NAUI or your favorite social media platform? Use the links at the bottom of this section to get connected!

We are working on bringing more content and ideas for you use. Our new strategies and plans are intended to drive more divers to NAUI Instructors, Stores and Professional Educators.

**LIKE US  
ON FACEBOOK**  
[@nuiworldwide](#)

**SUBSCRIBE  
ON YOUTUBE**  
**NAUI TV**

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## NAUI Dive Leadership Series

A great way to attract new divers and keep them on the path to learning!

### **Increasing Dive Leadership by Creating a dive Culture through Youth Programs**

Developing strong youth diving programs has the potential to create dedicated ambassadors for your shop, build your speciality programs and increase NAUI membership while recapturing the culture of excitement, adventure and earning potential that once filled scuba classes.

Data from the last several years show NAUI is doing a good job at recruiting new divers in their late teens through mid thirties. Following their basic certifications, the numbers begin to decline.

We are taught as instructors to sell specialty classes through value statements in class; but what about selling an entire program or better, selling a culture around scuba diving?

Creating programs that begin during the formative years of elementary school and provide both students and their parents with clear career pathways and opportunities for their children are paramount to growing NAUI membership and creating the culture around diving that will draw in more participants.

**Does your shop have a STEM program tied to NAUI's Green Diver Initiative, a dive club for your**

## **young shop ambassadors, or Scuba Explorer Posts?**

Each summer young people around the world take swimming lessons to become proficient swimmers. Grants are available for underserved communities to pay for lessons and programs for children.

**Does your shop have a youth swim program that segues into skin diving and scuba?** Some business models that prove effective have monthly fees similar to gym memberships that keep kids active, teach them swimming and skin diving and build scuba programs while creating a popular culture around water and dive related activities.

Creating this dive culture early will quickly develop into more junior scuba programs and goals to be dive masters by the time they are 18.

**If your shop has youth program ideas or ways to generate the culture of adventure, excitement, and career opportunity we would love to hear about it. Please reach out to us with program ideas and pictures so we can share with our NAUI family.**

Rod Shroufe  
[naui-nw-itc@naui.org](mailto:naui-nw-itc@naui.org)

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We look forward to continuing to provide our members with ideas and tools to grow in 2021!

Yours in fun, safe diving,

## Bill Doran

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