

DEMA is only days away, and the OCG Creative team can't wait to land in New Orleans!

We've been coming to DEMA for 12+ years, and this year our President, Joe Ross (who has over 5,000 dives under his belt), is hosting two educational sessions in **Room 279**:

- 🗓️ **Wed, Nov 4 @ 3:00 PM:** *"Stop Waving Goodbye: How AI Search & Lifetime Value Marketing Are Rewriting the Rules for Dive Businesses"*
- 🗓️ **Thu, Nov 5 @ 10:00 AM:** *"Stop Racing to the Bottom: Charge What You're Worth and Build a Dive Business That Actually Profits"*

We'd love to see you there! If you can't make the talks, please swing by **Booth #934** to say hi and catch up.

Safe travels and see you in NOLA!

For more information:
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