



FOR IMMEDIATE RELEASE

**OCG Creative and Reef Smart Guides
Present:**

**“From Clicks to Customers: Building
Websites That Convert” at DEMA Show 2025**

Reno, NV — November 3, 2025 — OCG Creative, a full-service digital marketing and web development agency, is teaming up with **Reef Smart Guides**, global leaders in 3D dive mapping and visualization, to present a joint seminar at the **DEMA Show 2025** in Orlando.

The session, titled **“From Clicks to Customers: Building Websites That Convert,”** will take place on **Thursday, November 13th at 10:00 AM** in **Room W202C** as part of the Exhibitor Sponsored Seminars.

In this 45-minute presentation, attendees will learn how to transform their dive business websites into high-performing sales engines that inspire divers to take action. The session will explore how design, storytelling, and **content curation strategies** work together to guide customers from curiosity to conversion. Attendees will also discover how **3D Virtual Dive Sites** can elevate engagement and create an emotional connection between travelers and dive destinations.

“Most dive businesses are investing heavily to get people to their websites, but too few are turning that traffic into bookings,” said Jill Rutherford, Vice President of **OCG Creative**. “By combining smart design, strategic content, and immersive tools like 3D dive maps, we help businesses create a seamless online experience that converts visitors into customers.”

Reef Smart Guides brings an innovative visual component to the discussion, showing how 3D mapping and virtual dive technology can transform static websites into interactive storytelling platforms.

“Our 3D Virtual Dive Sites allow divers to explore destinations before they even arrive,” said Ian Poppo, Founder and CEO of **Reef Smart Guides**. “When paired with curated content that educates and inspires, it builds excitement and drives bookings in a way traditional marketing simply can’t.”

This collaborative session merges marketing expertise and digital innovation, offering dive operators, resorts, and destination marketers practical, actionable insights to boost visibility, engagement, and conversions.

Session Details:

Title: From Clicks to Customers: Building Websites That Convert

Presented by: OCG Creative & Reef Smart Guides

Date & Time: Wednesday, November 13, 2025 | 10:00 AM

Location: Room W202C | DEMA Show – Exhibitor Sponsored Seminars



For more information about OCG Creative's digital marketing services, visit www.ocgcreative.com.

To learn more about Reef Smart Guides' 3D dive mapping and visualization solutions, visit www.reefsmartguides.com.

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Reef Smart Guides

www.reefsmartguides.com