

FOR IMMEDIATE RELEASE

HEAD Watersports Takes DEMA Education to the Next Level with Its Expanded Seminar Lineup

Delray Beach, FL – September 15, 2026 – HEAD Watersports is bringing its biggest and most diverse seminar lineup yet to the 2026 DEMA Show in New Orleans, with four days of education designed to help dive professionals, retailers, and Training Centers learn more, sell smarter, and prepare their businesses for what’s next.

This year, HEAD Watersports is expanding beyond its traditional SSI-focused seminar schedule to bring together expertise from across the HEAD Watersports family. Attendees can expect a dynamic mix of seminars covering diver training, equipment sales, technology, marketing, risk management, retail operations, freediving, swim, military programs, and emerging business opportunities.

“We’ve always used our DEMA seminars as an opportunity to give SSI Training Centers practical education they can take home and immediately put to work,” said Rachael Steidley, Marketing Manager for HEAD Watersports North America. “This year, we’re taking that concept even further. By bringing together training, equipment, technology, marketing, and business expertise from across the HEAD Watersports ecosystem, we can offer dealers a much broader educational experience designed to help them strengthen every side of their business.”



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

SCAN HERE TO DOWNLOAD THE
2026 HEAD WATERSPORTS
DEMA SEMINAR SCHEDULE



Something for Every Side of Your Dive Business

The 2026 lineup brings together seminars covering **training, equipment, technology, retail sales, marketing, risk management, business operations, and new opportunities for growth**—giving attendees practical education they can take directly back to their businesses.

SSI favorites such as **What’s New at SSI** return alongside sessions exploring the new SSI App and growing technology footprint, Scubago, freediving, youth engagement, and professional



development. For retailers, new equipment-focused seminars will provide practical strategies for selling categories such as **BCs, regulators, dive computers, swim products, and underwater imaging**, while business sessions tackle marketing, customer retention, store operations, and revenue growth.

The schedule also brings in outside expertise, including the **Get Kids Salty** seminar in partnership with the Guy Harvey Foundation, focused on helping retailers engage families and build the next generation of divers, ocean advocates, and lifelong customers.

And for a look at the bigger picture, **The State of HEAD Watersports** will bring together executive leadership for an interactive discussion about the HEAD Watersports family, new opportunities for dealers, and what's ahead for 2027 and beyond.

Four Days. One Room. A Lot to Learn.

HEAD Watersports seminars will run **Tuesday, November 3 through Friday, November 6 in Room 271** at the 2026 DEMA Show in New Orleans.

Stop by **HEAD Watersports Booth #1629** during the show to connect with the team and get the complete seminar schedule.

Whether you want to improve training, discover new revenue opportunities, sharpen your marketing, learn more about the equipment you sell, or simply see what's coming next, **make Room 271 one of your must-visit stops at DEMA 2026.**