

Water Sports Planning for Beach Entertainment

Duration: 5 Days

Language: en

Course Code: IND15-116

Objective

Upon completion of this course, participants will be able to:

- Effectively promote and market your water sports business.
- Work with the local community and environmental agencies to maintain the environment and support sustainability.
- Manage water sports instructors through a range of complex scenarios.
- Plan an annual diary strategically around tides and local wildlife.
- Create engaging and exciting activities for all demographics.
- Understand the legalities around water sports business management.
- Ensure your team and participants adhere to health and safety regulations and manage equipment to keep all guests safe while out in the water.

Audience

This course is designed for anyone responsible for water sports management on the beach or for water sports instructors dealing with various water sports. It would be most beneficial for:

- Beach Managers
- Water Sports Business Owners
- Water Sports Instructors
- Beach Entertainment Professionals
- Marketing Executives
- Health & Safety Assessors
- Risk Assessors
- Water Sports Equipment Distributors

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will watch videos and take part in interactive discussions to understand the importance of safety during water sports. They will also work together to plan an annual diary that supports the entertainment of guests year-round but also supports the sustainability of the local environment.
Participants will also take part in trainer-led presentations and review case studies on how to react in emergency situations and understand the impacts of mistakes in the water.

Summary

Water sports are a huge part of beach entertainment and are why many people venture out to the beach, contributing to its popularity and the success of other local businesses. This program is designed to equip individuals with the necessary skills to oversee and coordinate water-based activities at the beach. It covers essential aspects, including safety protocols, diverse water sports, environmental sustainability, logistics, and interpersonal skills.

Some of the most important aspects of managing water sports are safety measures, risk assessments, and emergency response planning. To manage a successful water sports

business on the beach, it’s also essential to explore various popular water sports, addressing each activity's unique requirements and challenges, including environmental sustainability practices, waste management, wildlife conservation, community engagement and overall ecological impact.

Logistical considerations, such as equipment procurement, event scheduling, and participant registration, are crucial to effective water sports management. Additionally, participants of this course will develop interpersonal and leadership skills to ensure successful team management and adaptability to unforeseen challenges.

Course Content & Outline

Section 1: **Planning a Water Sports Annual Calendar**

- Defining objectives for the annual water sports calendar.
- Identifying and researching target audiences for each event.
- Budgeting and financial considerations for each water sports event.
- Utilising professional project planning tools for effective scheduling.
- Implementing technology for online registrations and participant communication.
- Continuous evaluation and adjustment of the annual water sports calendar.

Section 2: **Health & Safety Considerations & Risk Assessments**

- Incorporating safety protocols and risk assessments in event planning.
- Emergency response planning and crisis management considerations.
- Risk assessment and mitigation strategies for different water sports.
- Emergency response planning and procedures.
- Safety equipment requirements for various water sports activities.
- Weather conditions and their impact on water sports safety.
- Water rescue and first aid training for event personnel.
- Crisis communication and public awareness strategies for emergencies.
- Participant medical screenings and health requirements for water sports events.

Section 3: **Environmental Aspects of Water Sports**

- Environmental considerations and sustainable practices in event planning.
- Environmental impact assessments for infrastructure development.
- Monitoring and minimising noise pollution during water sports events.
- Water conservation measures during water sports events.

Section 4: **Legal Protocols and Regulations**

- Legal and regulatory compliance specific to each water sports event.
- Participant briefings on safety guidelines and protocols.
- Crowd control and monitoring for water sports events.
- Legal liabilities and insurance considerations for event organisers.
- Legal and regulatory frameworks for water sports event safety.
- Compliance with local, regional, and national laws governing water sports.

Section 5: **Staff Training & Management**

- Staff training and coordination for seamless event execution.
- Training and certification for water sports instructors and staff.
- Promoting a positive and inclusive team culture among water sports staff.
- Mental health awareness and stress management for water sports instructors.
- Techniques for providing constructive feedback and performance evaluations.
- Staff management strategies for effective team coordination.
- Leadership skills development for senior water sports instructors.
- Time management and organisation skills for efficient lesson planning.
- Conflict resolution and problem-solving skills for instructors.

Section 6: **Sustainability & Supporting Local Communities**

- Selection of suitable water sports activities for diverse demographics.
- Coordinating with local authorities for necessary permits.
- Collaborating with local businesses and sponsors for support.
- Coastal and marine conservation considerations in water sport planning.
- Promoting responsible tourism and minimising the ecological footprint.

Section 7: **Marketing & Promotion of Events**

- Developing a comprehensive marketing and promotional strategy.
- Creating an inclusive calendar with activities for various skill levels.
- Collaborating with influencers and strategic partnerships for promotion.
- Leveraging user-generated content and testimonials.
- Designing and managing promotional events to showcase water sports.
- Creating exclusive offers, discounts, and loyalty programs.

Section 8: Evaluation

- Feedback collection from participants for improvement and enhancement.
- Case studies illustrating successful annual water sports calendar planning.
- Industry trends and innovations in water sports event planning.
- Continuous evaluation and improvement of safety measures.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Entertainment, Hospitality & Sports, Health, Safety & Environment HSE, Management & Leadership

Tags

management, Public Beach, Entertainment, Beach Entertainment, Water Sports, Sports, Public event

Related Articles

Understanding Event and Conference Planning: Key Strategies and Benefits

YouTube Video

https://www.youtube.com/embed/-ieXq92tdWw?si=i4vhFe0su0ieck-X