



IDEST Trainer

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In this issue:

- Volume 20, Issue No 1
- Using the correct logo for 2020
- How promotional are you?
- IMCA Technician Inspection Course
- IDEST training in Cyprus
- IDEST Training Centres update

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Volume 20, Issue No 1

Here we are in 2020 and the first issue of TRAINER. Best wishes to you all and for this new year. I do hope this year will bring you plenty of students and a little income for your business. Brexit has occurred and a new future ahead of us all.

Using the correct logo for 2020

With 2020 being with us now, I am sure some of you will be thinking about re-ordering printed advertising leaflets, updating your website and other course promotional materials.

It is most important that your website and promotional leaflets display up-to-date IDEST logos. So, if some of your promotional materials are still using the 'old' logo, please take this opportunity to update your materials and website pages and start 2020 with the right image.



You can obtain a variety of logo formats from me directly. Simply send me an email with a request for whatever logo format you require. They come in both black and white, LARGE and small, to suit most uses.

How promotional are you?

Looking after the distribution of student manuals has helped me see the overall picture of who is the most successful at obtaining students for the IDEST courses.

So why are some Training Centres getting lots of students and others may be struggling in justifying being an IDEST Training Centre?

I think it must be the promotion of the courses. Whether it is through course leaflets, talking to customers, word of mouth or your website, it is an important aspect of your business.

Some centres have really good course promotional sections on their websites while others have NONE. With no promotional pages of the courses how are you going to get the footfall and income.

If you are dive centre, I bet you promote your SCUBA courses, you promote your skill development courses and other training that you can provide. So why are **FOUR** of our eight **centres NOT promoting** that they can provide IDEST training courses.

Such a missed opportunity for increasing business income.

If you need any images of the training materials to help develop and design your IDEST training web pages, please do give me a call, or an email, and I will provide a selection of images to help you on your way.

IMCA Technician Inspection Course

Later this month I will be up in Aberdeen presenting an IMCA Technician Course for a local marine company. This will be the second of these courses that we have run for them.

Another course was run in Lowestoft in December for four technicians so it appears the offshore companies are realising they may need to have evidence that their technicians are 'competent' to do the job.

Try and identify what your local marine companies are doing to get their technicians trained. There may be some business in it for you.

IDEST training in Cyprus

Last September I was over in Cyprus soon after Neil Minto had been there conducting inspections. Neil had discussed with Chris Demetriou, of Dive-in Larnaca, the possibility of IDEST training being promoted on Cyprus.

It appears that the oil industry is coming to Cyprus in the very near future. As a consequence, the test centres on the island, of which there are three/four, will need to be inspecting and testing to IMCA standards. This something they have not been doing to date.

I followed up Neil's discussions with a further meeting with Chris to discuss the details of our training system, the courses available and how we could cascade IDEST training and standards to the many dive centres and test centres on the island.

We are at the stage of supporting Cyprus Government-run seminars on cylinder inspection and testing with IDEST training materials and certification. It will be initially refresher courses for dive centres and test centres on how the job is done.

This will hopefully follow with the promotion of test centres becoming IDEST approved centres following the standard inspection of facilities and technician assessment, along with promotion of the IDEST IMCA technician Inspection Course.

IDEST Training Centres update

This is the current list of Training Centres:

- **Bristol Channel Diving Services, Cardiff. TC001**
- **M60 Scuba, Stockport. TC003**
- **Sunderland Scuba Centre, Sunderland. TC004**
- **C & R Testing, Sowerby Bridge. TC007**
- **D V Diving, Northern Ireland. TC009**
- **J M Scuba Services, Leicester. TC010**
- **Moray Firth Dive Centre, Moray. TC011**
- **Discover Diving, IOM. T012**

Training Centres leaving since the last issue of TRAINER

- **NONE**
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