



We Lead. Others Follow.



Jump in!

with SDI TDI ERDi PFI and  
First Response Training



# CONTACT US



International Training  
1321 SE Decker Ave.  
Stuart, FL 34994

Toll Free  
+ 1-888-788-9073  
Phone  
+ 1-207-729-4201  
Fax  
+ 1-877-436-7096

Monday - Thursday  
9:00am-6:00pm EST  
Friday  
9:00am - 5:00pm EST  
We are closed on Saturday and Sunday

## Our Regional Offices



A Global Company Servicing at a Local Level



**Who is...**

**SDI TDI ERDI PFI**

**First Response**

**Training?**



## Welcome to International Training

From its humble beginning in 1994 through today, the group of training agencies: Scuba Diving International (SDI), Technical Diving International (TDI), Emergency Response Diving International (ERDI) and Performance Freediving International (PFI) has grown into one of the largest diving certification agencies in the World.

In 2018, International Training emerged from the diving industry into the realm of first aid with the addition of First Response Training International.

With 28 Regional Offices servicing more than 100 countries and territories, the company today far exceeds the original vision the founders had when they conceived the idea on a napkin, sitting at a kitchen table in the early 1990s.

### TDI: Technical Diving International

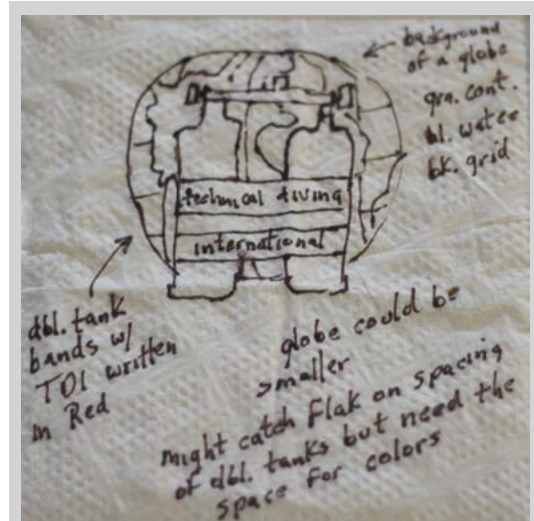
TDI was one of the first agencies of its kind with its focus being to provide training materials and education for specialized diving situations ranging from nitrox to closed circuit rebreathers and overhead environments such as caves and wrecks. TDI remains the largest and most respected agency around the world that offers training in technical diving.

### SDI: Scuba Diving International

In 1998, TDI could no longer be held back from the demand to create a sport diving division – thus SDI was born. The driving force behind this expansion was dive instructors in the field valued dealing with an agency that listened to them and created programs that are very profitable because they are tailored to the way today’s diver wants to learn to dive. SDI has since become a part of the RSTC (Recreational Scuba Training Council), RSTC Europe, World RSTC, ISO Certified, and a member of the EUF. Since its origins, SDI has pioneered innovations in the industry that have now become a standard. These include the implementation of personal dive computers in open water from day one and making eLearning available to students.

### ERDI: Emergency Response Diving International

With the membership now happy with their options for both recreational and technical dive training through SDI and TDI, they continued to ask for more specialized training in public safety diving. ERDI is the only training program supported by a major certification agency that caters exclusively to public safety diving and is OSHA and NFPA compliant. Throughout the years ERDI has created programs and trained highly established dive teams including fire departments, police departments, and various federal agencies and militaries around the world.



The Vision of TDI started at a kitchen table and the logo was finalized on this napkin.

## **PFI: Performance Freediving International**

PFI is the agency used by top athletes for cross-training. This includes Red Bull, US and Canadian Olympic athletes, and Hollywood. When you won't settle for anything but the best in your freediving education, you have one choice: PFI.

Since our formation in 2000, PFI instructors have taught more than 10,000 people to freedive safer, longer, and deeper. Whether you're new to freediving or you're an experienced water enthusiast, we are the only source you need for freediver courses, instructor certifications, elite specialized training, and competition events. We are on a single-minded mission to give you the most cutting edge scientific and training information coming out of the sport today.

The PFI dive mindset gets results. PFI-trained divers have set over 23 world records and dozens of national records. But freediving is more than competition—it's a journey inward to see what you're made of. To discover the potential inside yourself and infuse it into your whole life, both in and out of the water.

## **First Response Training International**

In the fall of 2018, International Training launched the revamp of their original CPROX1st AED program so our members could take their practices outside of the dive industry with a program that is ILCOR compliant. With a simple course selection and a video-based eLearning program, the reception was amazing. Add the profitable pricing that competes with the other first-aid response organizations in their field and you have the most innovative program yet. First Response Training International is a world class organization providing training for layperson rescuers in schools, businesses, and public areas proudly offering cutting edge curriculums designed to prepare individuals to handle emergency situations and save lives.



# OVER 20 YEARS OF INNOVATION



- First to present Nitrox training in a simple format that required no dives to complete.
- First to present an advanced wreck program teaching overhead diving techniques outside the cave diving format.
- First to make Trimix training accessible to recreational divers.
- First to have a Technical Divemaster certification.



- First to allow you to teach “as they dive,” permitting students to learn to dive utilizing a Personal Dive Computer (PDC).
- First to drop the requirement for beginning divers to learn cumbersome tables, while still giving you the option to teach tables if desired.
- First to lower the age requirement for Open Water to 10 years old.
- First insured sport-level Solo Diver program.
- First to create an online open water training course and make it mainstream – eLearning is now an industry standard.
- First to present online specialties such as Wreck, Computer Nitrox, Deep and Navigation. Currently, there are over 25 eLearning courses and specialties available online.
- First to offer online leadership programs including Divemaster, Assistant Instructor and Open Water Scuba Diver Instructor. The online academics and preparation for these programs give you more and better “in-water” quality time!
- First to make certification cards available directly through your participating Dive Center with In-Store Card Printing.
- First to offer a chat feature for students to access assistance from an instructor at HQ during their eLearning courses.
- First to offer audits for Dive Center websites and digital marketing presence.



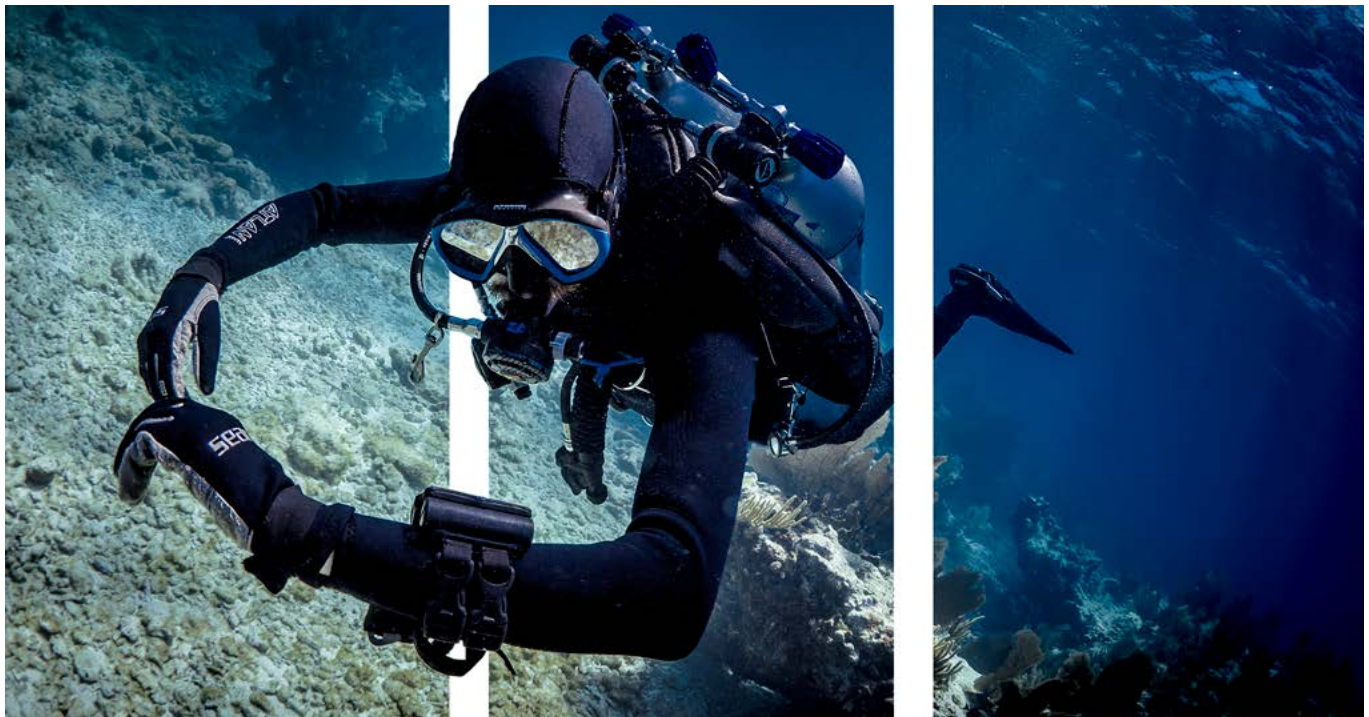
- First to provide instructors and facilities with standards underwritten and supported by appropriate insurance.
- First to present programs which are OSHA and NFPA compliant.
- First to offer training through a true network of professional facilities.
- First to offer eLearning curriculums that make it easier for students to complete their academics without worrying about shifts and scheduling difficulties.
- First training agency to offer education for the WHOLE team through three-part OPS training (Awareness, Operations and Technician).



- First to have formal standards and procedures for certification.
- First to develop techniques now used worldwide.
- First to provide members with professional liability insurance for freediving.
- First to offer a Breath Hold Survival program.
- The only agency whose instructors provide training for US, Canadian, and British special forces.



- First to offer video-based eLearning.
- First to offer an easy-to-use website for instructors.
- First to register students online with digital c-cards.





# OUR COURSES



## One-Stop Shop

With over 150 courses available and more than 200 diving certifications, International Training is the SCUBA and freediving agency of choice.

As a professional member of International Training, you will have the ability to offer more courses than any other agency. From freediving, sport and technical to public safety and first response training, we have it all!

**36+**  
eLearning  
Courses

**200+**  
Diving  
Certifications

**150+**  
Available  
Courses



# Scuba Diving International Courses

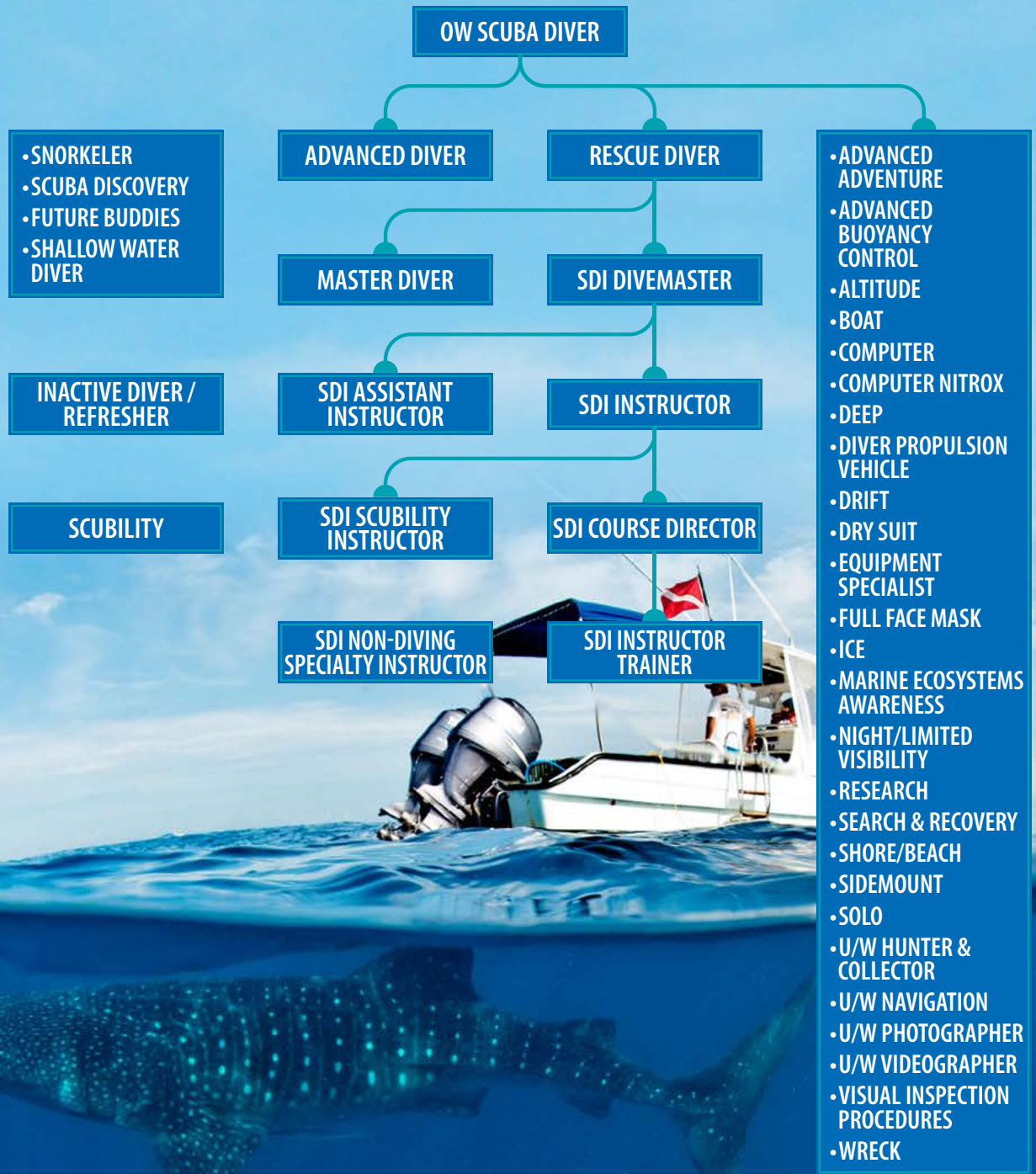


Photo by: Becky Kagan Schott



# Technical Diving International Courses

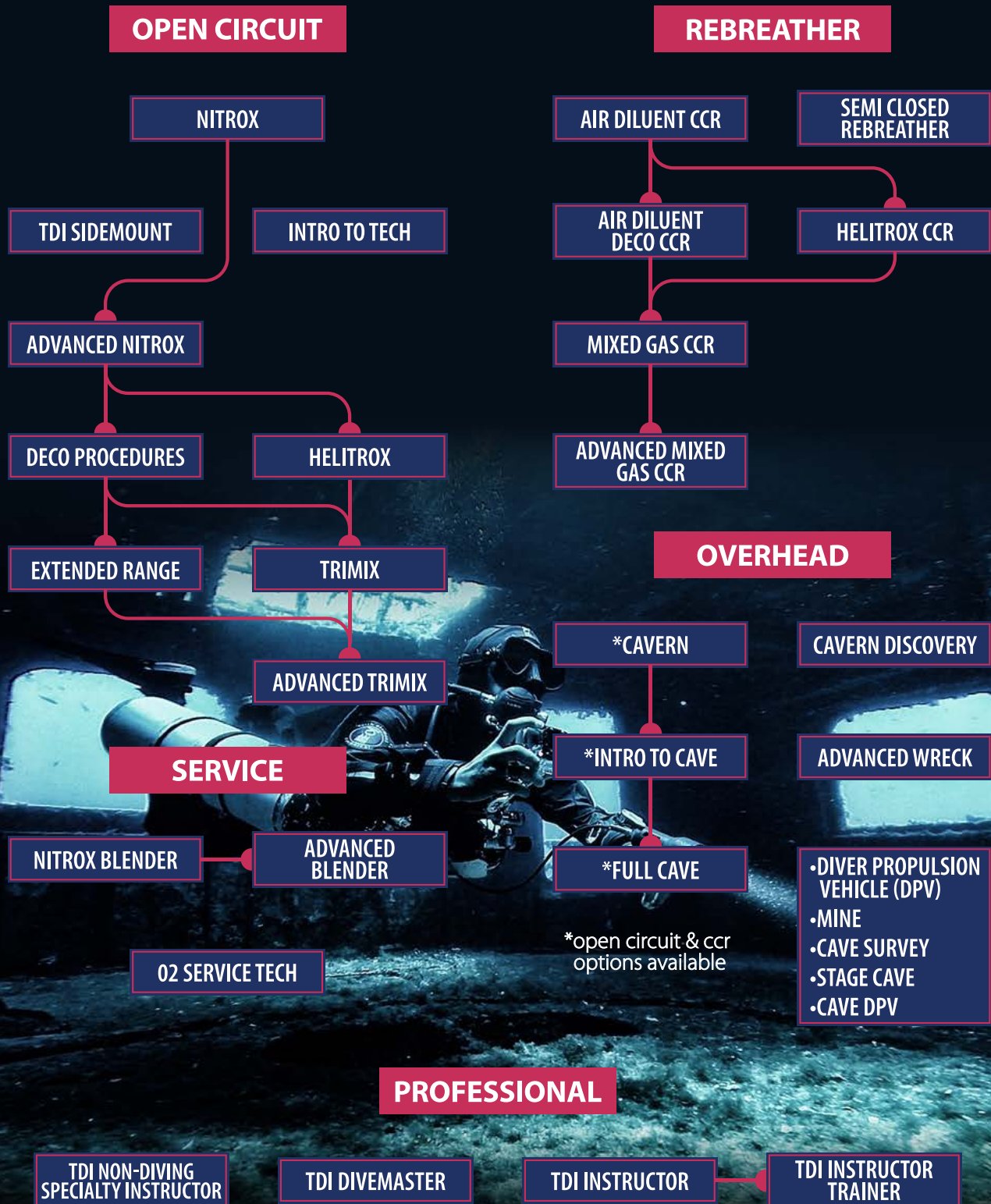


Photo by: Audrey Cudel

# Emergency Response Diving International Courses

TENDER

TESTIFYING IN COURT

ICE SURFACE RESCUE

ERD I

ERD II

ERD SUPERVISOR

ERD INSTRUCTOR

ERD INSTRUCTOR  
TRAINER

• CONFINED SPACE OPS  
• U/W EXPLOSIVES OPS

ERD NON-DIVING OPS  
INSTRUCTOR

• CONTAMINATED  
WATER OPS  
• DRY SUIT OPS  
• FULL FACE MASK OPS  
• HULL INSPECTION  
OPS  
• ICE DIVING OPS  
• NIGHT OPS  
• SMALL BOAT OPS  
• SWIFT WATER OPS  
• U/W CRIME SCENE  
OPS  
• U/W THREAT  
ASSESSMENT OPS

# Performance Freediving International Courses

## DIVER

- SNORKELER
- INTRODUCTION TO FREEDIVING
- SAFE BUDDY

FREEDIVER

INTERMEDIATE  
FREEDIVER

ADVANCED  
FREEDIVER

SAFETY FREEDIVER

- COACHING
- OPEN LINE DIVING

## PROFESSIONAL

FREEDIVER  
SUPERVISOR

ASSISTANT FREEDIVER  
INSTRUCTOR

FREEDIVER  
INSTRUCTOR

ASSISTANT  
INTERMEDIATE  
FREEDIVER  
INSTRUCTOR

INTERMEDIATE  
INSTRUCTOR

## First Response Training International Courses



**Adult and Child  
Emergency Care**

**Workplace CPR/AED**

**Child Emergency Care**

**Bloodborne Pathogens**

**Oxygen Administration**

**Adult and Child  
Emergency Care Instructor**

**Bloodborne Pathogens  
Instructor**

**Oxygen Administration  
Instructor**

# Products

# PRODUCTS & SERVICES

## Online Store

Purchase training materials, promotional items or general reference information 24 hours a day, seven days a week so your business never has to stop. Visit: [tdisdi.com/store/](http://tdisdi.com/store/). Not available in all regions.

## In-Store C-Card Printer

Take control of your students' c-cards. Print them at your facility today!

The In-Store C-Card Printer (ISCP) is another member-requested business solution from International Training. Be the first dive center in your area to offer your students their c-cards the same day they have completed their course and have the ability to re-issue them a replacement card onsite.



## Digital Certification Cards

International Training students and professional members can access digital certification cards directly from our website on any mobile device. Through a simple log-in process at [www.tdisdi.com](http://www.tdisdi.com), card holders can download their certification cards directly to their devices and keep them in digital format wherever they go. They can also easily email their certs to the resorts they are going to ahead of time – all from their mobile device. This service is offered at no cost to your divers.

## eLearning Courses

SDI, TDI, ERDI, PFI, and First Response Training offer you and your customers the largest library of eLearning programs available in the diving industry. Freediving, sport, technical, public safety, as well as first responder eLearning courses, including professional-level courses, are available for your facility to expand your business even further. You'll have customized links to our eLearning programs, so your customers always come back to you.

## Powerful Retail Management

Analyze sales and profits. Run real-time reports. Schedule automatic price changes. Create custom security levels. Fast, accurate Point of Sale – touch screen interface. Easy to learn and fun to use!

# Services

## Business Solutions

**Work with a Company that Works for You** – Increase your visibility and business opportunities while having the marketing and sales teams offer the support you deserve. Enjoy an audit of your website by our in-house marketing team, eLearning access for your customers, competitive insurance programs, better pricing, and doing business with real people and real divers, offering real customer service.

**Business Resource Library & Dealer Conference** - Get all the business and marketing information you need from our Business Resource Library complete with webinars, articles and video presentations. Stay current on how to sell to consumers today. Learn how to improve your online store and increase visibility online through social media and SEO (Search Engine Optimization). We are not just your vendor; we are your partner in business.

**Customer Service** – During business hours, our phones are answered by live customer service representatives and we offer 48-hour turn-around on c-cards and diplomas. Need an even less disruptive response? Try our live-chat feature.

**Live Chat with an Instructor** – Bridging the gap from classroom to online training. eLearning has been great – for every industry and educational institution. That is not to say we can't improve upon it... International Training is staffed by multiple professional educators with a vast amount of teaching and diving experience and are online, ready to assist students. All chats will be recorded and forwarded to the dive center the student is taking the course with, so the dive center instructor is aware of what was discussed.

# 11 Reasons...

## 1. One-Stop Training Solution

International Training has a vast range of courses and continuing education your customers will never outgrow, from freediving to sport and technical diving to public safety diving as well as first responder training, the level of participation is up to you! Offer more!!

## 2. One-Stop Business Solution

International Training is the simple business solution for you, your dive center, and your fellow instructors. You will enjoy the benefits of:

- A single annual renewal fee for instructors that includes ALL five agencies
- Competitive low-priced comprehensive insurance policies
- Competitively priced top-quality educational materials

## 3. Global Recognition

Our courses and certifications are recognized worldwide. International Training has more than 28 Regional Offices and is associated with many leading industry groups and organizations, including RSTC and ISO certification for select SDI and TDI programs.

## 4. Innovative Education

As a pro-level member of International Training, you are plugged into the most innovative educational system in the diving industry... worldwide! Our eLearning platform is not like any other in the industry. We studied Learning Management System technology and what we found changed the way we approach online education. This research is what makes our eLearning so successful.

## 5. Flexible Programs

Is it possible to teach a 15-year-old the same open-water course in Florida as a 60-year-old in UK.? We don't think so. With International Training, you have the freedom to customize courses based on the needs of your students and environment. Everyone has strengths and weaknesses – and with our standards, you are able to generate incredible divers by focusing on the training styles that work best for you as well as your students.

## 6. Personal Service

During business hours, our phones are answered by certified divers, divemasters, instructors, and instructor trainers. We offer 48-hour turnaround on c-cards and diplomas. 48 hours too long? Ask us about our in-store card printing solution (ISCP), increase customer service and your profitability. Need a quick response while on the go? Reach out to us with our chat feature from any device including your mobile phone. You ask, we answer.



# ...you should teach with International Training, because 10 is just not enough

## 7. Digital Organization

International Training has a fast, efficient and ever-growing online members' area, which streamlines student registration and product ordering in the US. And it's available when you are, 24/7/365! Our system is designed to give you and your students a great user-friendly experience no matter what you are doing on the site.

## 8. Promoting You

International Training connects you to new customers by embracing new technologies and media. Did something cool and wrote a blog about it? Let us know, we'll share it. Have a fantastic picture? Again, let us know and we will share it. We want you to get exposure and traction through social media and are happy to promote your content.

## 9. Business Sense

Increase profits through increased margins on teaching materials for all of your courses. Don't cut the cost of your courses – just earn higher profit margins.

## 10. Stay Current

Through our affiliated newsletters, social media, expos, training events and industry shows, we have opened two-way communications between our agency and your dive team. Stay current with our Business Resource Library and learn new tips in sales and marketing that make sense in today's market and watch your business grow as your marketing needs begin to fit today's buyer-seller relationship.

## 11. Take the Lead

You know your market and its "wants"; our local representatives will listen to you and work with you to grow your name and your brand. Our Regional Managers and Regional Offices are there to assist you, answer your questions, and promote your facility. Our team's priority is to ensure you and your business are successful. Contact your Regional Manager today and find out more about how you can increase growth by joining the International Training Team.



# **JOIN AND NETWORK**

## **Becoming a Member**

Our crossover process is tailored to meet the needs and expectations of the dive professional and dive retailer.

When SDI was launched in 1998, it created quite a buzz in the dive industry. Our programs embraced the concept of making SCUBA training fun, efficient, flexible and technologically current. Today, while other training agencies scramble to keep up with our new methods of teaching, SDI's innovative concept and programs continue to grow in popularity with our students, professionals and facilities.

Recognizing the professional level at which facilities do business, we want to make your transition to becoming an SDI/TDI/ERDI/PFI or First Response facility as easy as possible.

It is our business to promote your business. At International Training, we have built our success by listening to our customers. The success of your business is very important to us and we will do everything we can to ensure it succeeds. Just ask any of our facilities.

## **Global Referral**

Our Global Referral Program currently allows divers from all around the world to continue their education without having to worry about "agency politics". We have created the Global Referral Program so that resorts and instructors from other agencies can sign off on our diver's open water dives while maintaining their SDI rating. Don't turn away business and don't have your business turned away.

## **Dive Center Designations**

Numerous benefits and price deals are provided to your facility, depending on the facility's designation and region it is located. The higher your designation, the more you will see in savings and returns with every purchase of materials that you make.

Please review our crossover applications and take advantage of the great opportunities that we have to offer your facility and instructors. If you have any questions about this process, please do not hesitate to contact your local regional manager or contact headquarters directly. We're here to make your crossover process simple, easy, and hassle free. We look forward to you joining our team.



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