

VDWS School Management Webinar

Tuesday 10th March – Friday 13th March 2026

Program seminar

Tuesday 10th

09:00 Seminar start

Welcome, first contact, general organisation, time schedule.
Goals of the seminar and contents, methodical procedure.
Integration of the participants' interests.

Christian Bartesaghi
Dirk Muschenich
Didi Damith

09:30 – 11:00 Quality standard in the VDWS centers

- Brainstorming – „What makes a good school?“
- What is the quality expectation?
- School recognition guidelines, training standards
- The Center Manual: goal, content and structure

Christian Bartesaghi

11:10 – 12:45 Implementing quality with the Center Manual

- Checklist, Safety check
- Customer service, terms and conditions, application and rental forms
- Center handbook

Christian Bartesaghi

13:15 – 14:15 VDWS Checkpoint and school profile website

- Everything about the Checkpoint (individual and school member profile, Basic certificates, SafetyTool and plastic card provision)
- School profile presentation, new possibilities on the VDWS homepage
- Instructor Scouting

Christian Bartesaghi

14.30 -15:45 Natur Sport Academy

- Die Idee zur Natursport Akademie => Eine starke Stimme für den Natursport

Christine Hammer

15.45 – 16:15 Questions about the VDWS

Dirk Muschenich
Christian Bartesaghi

Wednesday 11th

09:00 - 10:45 Insurances for schools

- Which insurances are necessary? (School liability, comprehensive, SafetyTool insurance)
- Supervision responsibility of the head teacher/teacher
- Tour operator's liability for insurance policies
- When are you a tour operator and what do you have to consider?
- Health insurance for water sports instructors - freelancers on working abroad
- Questions, answers and practical examples

Lisa Brenner

11:00 – 12:15 Instructor job situation and education

- Challenges in terms of staff for a water sports school in the past and today
- Consequences that result for a water sports school - an idea for reflection

Flo Krämer

12:45 – 14:15 Practical example of successful school

- Business start-up and development of a water sports station
- Customer structure, environment, infrastructure
- Premises, equipment, organisation, networking of offers

Tommy Friedl

14:30 – 15:30 Personnel Management and Employee Motivation I

- How do motivation and satisfaction work?
 - Myths & Facts. Ways and means to increase the satisfaction and motivation of your team.
 - What role does money play?
- Employee binding and fluctuation.
 - What is authentic and inspiring leadership?
 - Promoting identification with the company
 - Offering perspectives and being a potential developer
- Leadership styles
 - Awareness of the possibilities of leadership and comparison with one's own values and competences.

Timo Sternemann

15:45 – 16:45 Personnel Management and Employee Motivation II

- Dealing with stress and conflicts
 - Exercises for stress management
 - Basics of how different perceptions evolve and the potential for misunderstanding and conflict.
 - Communication basics to really understand each other's points of view.

Timo Sternemann

Thursday 12st

09.00 – 10.30 School establishment or expansion

- Welcome to your own school
- How to start/expand my business: Idea, planning, implementation
Location analysis, safety concept, financial support

Achim Bettendorff

12.40 - 14.15 Praxis – The Business plan

- Concrete business planning for better business success
- Example of a budgeting approach for surf, kite, wing, SUP or sailing schools
- Example of a profitability planning

Achim Bettendorff

14.25 - 16.10 Uhr Workshop - Operational planning

- Setting up - expanding your own business
- Practical relevance: questions, answers and examples from experience

Achim Bettendorff

Friday 13th

09.00 - 11.00 Advertising, marketing and communication

- Modern communication, internet, social media
- Final questions and answers

Debbie Müller

11.10 - 11.40 Social media by VDWS

Debbie Müller

11.40 - 12.15 General questions and answers about the VDWS Final discussion

*Christian Bartesaghi
Dirk Muschenich
Didi Damith*

Note

The times are approximate and may change slightly due to discussions.
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The lectures

Christian Bartesaghi

VDWS school chairman, examiner team (WS, Sailing, SUP and Wing), long-time station manager worldwide, quality representative for Club Robinson and Hapimag

Dirk Muschenich

VDWS managing director, ex-board member and teaching instructor.

Christine Hammer

Project manager of the Nature Sports Academy, state-certified ski instructor and head of a ski school, 25 years of experience as a business owner

Lisa Brenner

Department Leader Sports Customers of Südwestring Insurance Brooker and cooperation partner of the VDWS in the insurance sector.

Achim Bettendorf

VDWS surf and sailing instructor, ex owner of a water sports school in Spain, responsible for management systems in a corporate group.

Dietmar Damith

VDWS 1st chairman, ex treasurer and windsurfing examiner, business graduate, current self-employed in the sports recruitment market.

Timo Sternemann

Sports scientist, VDWS examiner team
Founder Kiteschool allyoucansurf.de in Portugal and Holland
Coach of the economy (IHK), des. Master of cognitive neuroscience (AON)
Health professional and mental trainer for holistic transformation processes

Flo Krämer

VDWS training supervisor, examiner team (WS, SUP, Kite and Wing), ex-secretary.
Graduate sports teacher, owner of the school "Rügen Piraten".

Tommy Friedl

Owner Tommy Field Pro Center El Naaba
VDWS Instructor

Debby Müller

Responsible at VDWS for marketing and communication
VDWS Windsurf and SUP Instructor