

## **VDWS School Management Webinar**

**Tuesday 10<sup>th</sup> March – Friday 13<sup>th</sup> March 2026**

### **Program seminar**

#### **Tuesday 10<sup>th</sup>**

##### **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 11<sup>th</sup>

### 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 12<sup>st</sup>**

### **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 13<sup>th</sup>**

### **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