Worldwide Aquatic Bodywork Association
PR and Marketing Committee
2017 Annual Report

Work on the watsu.pro website is in progress (Loretta Caneva). Since the website is a main promotion tool, most promotional activities are waiting for a new website. Tomasz proposed help in editing website and posting material.

In March Tomasz prepared and sent out the Instructor Survey as an online version. The survey aimed to assess the potential of teaching Watsu Worldwide as well as Instructors needs and concerns regarding their teaching. Since, only 5 people replied, there is a need to resend it.

In June, at the US Instructor Conference in Portland, Sara Firman (who facilitated the US and European Instructor Conference during 2017) was invited to join the PR and Marketing Committee, along with Tomasz.

At the October Instructor Conference in Trebon, promotional issues came up in the various subgroups. Below are some of the ideas:

- The Spa Intern program, still has the potential to be a Watsu promotional tool *if the various challenges with it are addressed*
- The idea of a WatsuFinder App for mobile devices was put forward; this has been sent to the WABA Board.
- Short Watsu promotional movies that have WABA Board approval should be made and published.
- The need for a new, modern logo for WABA was agreed.