BEST MEMBERSHIP PROGRAM

Rewarding Loyalty, Structure & Client Retention

This category recognises the clinic or business that has created a successful, client-centric membership or loyalty program that fosters community, enhances retention, and demonstrates tangible benefits for both the business and the client.

WHAT JUDGES ARE LOOKING FOR

PROGRAM DESIGN
A well-structured membership with clear tiers, benefits, and value proposition.

CLIENT UPTAKE
Evidence that clients see the value, with high opt-in or renewal rates.

RETENTION IMPACT
Demonstrated improvement in client lifetime value, appointment frequency, or loyalty.

BRAND ALIGNMENT
The program reflects the brand's tone, aesthetic, and values.

EASE OF USE
Seamless implementation for both staff and clients.

Tips for Entrants

— Include screenshots of materials, program brochures, and membership interface.

— Use testimonials, statistics, or case studies to show how the program has helped grow your business.

— If relevant, detail how the program integrates into your marketing or CRM tools.