CLINIC EVENT OF THE YEAR

Clinic to Consumer — Connection, Care & Community

This category celebrates a clinic-hosted event that brought clients and community closer — whether an open day, VIP evening, educational seminar, treatment showcase, or celebration. The focus is on how the clinic created a meaningful, on-brand experience for its existing and prospective clients, deepening relationships and driving real business outcomes.

WHAT JUDGES ARE LOOKING FOR

EVENT CONCEPT & PURPOSE

Was there a clear reason for the event and a well-thought-out concept? Judges want to understand the 'why' — what the clinic wanted to achieve for its clients and business.

CLIENT EXPERIENCE & PERSONALISATION

How did the event make clients feel? Evidence of thoughtful touches, personalised elements, and a seamless experience from invitation through to follow-up.

TURNOUT & COMMUNITY BUILDING

How well was the event attended, and did it foster a sense of community among clients, prospects, and the team? Include RSVP and attendance data where available.

BRAND ALIGNMENT & CLINIC IDENTITY

Consistent representation of the clinic's values, aesthetic, and voice across all event elements — decor, communication, collateral, and team presentation.

INNOVATION & MEMORABILITY

What made this event stand out? Unique formats, creative themes, surprise elements, or innovative approaches that guests would talk about long after.

BUSINESS IMPACT & FOLLOW-THROUGH

Did the event drive tangible outcomes? Consider bookings made, treatments trialled, memberships signed, or client retention improvements following the event.

Tips for Entrants

— Include high-quality photos or short videos showcasing the event space, atmosphere, and guest interactions.

— Share client testimonials or feedback collected on the night or afterwards.

— Provide concrete outcomes: bookings generated, memberships sold, or treatments booked as a direct result.

— Highlight what made the experience feel personal, special, or uniquely 'your clinic.'

— If this was a recurring event (e.g. annual open day), show how it has evolved and grown over time.