EDUCATOR OF THE YEAR — BUSINESS TO CLINIC

Empowering Industry Professionals – BDMs, Brands & Trainers

This award recognises an educator, brand educator, BDM, or trainer who delivers outstanding education to clinics and aesthetic businesses — whether through product training, clinical upskilling, business development, or professional development programs. This category is for those educating the industry, not the end consumer.

WHAT JUDGES ARE LOOKING FOR

EDUCATIONAL IMPACT ON CLINICS

Demonstrated ability to upskill clinic teams, improve treatment outcomes, or elevate business performance through education. Include evidence of clinics or practitioners who have grown as a result of your training.

QUALITY & DEPTH OF CONTENT

Is the educational content evidence-based, current, and relevant to the aesthetic industry? Judges will look for curriculum quality, clinical accuracy, and practical application.

DELIVERY & ENGAGEMENT

How effectively is the education delivered — whether in-person training days, online modules, webinars, or hands-on workshops? Engaging, clear, and accessible delivery is key.

INNOVATION IN EDUCATION

Has the educator introduced new methods, tools, or formats that advance how the industry learns? Bonus for blended learning models, digital platforms, or proprietary frameworks.

REACH & SCALE

How many clinics, practitioners, or businesses has this educator impacted? Evidence of broad industry reach or consistent repeat engagement from clinic partners.

INDUSTRY REPUTATION & CREDIBILITY

Recognition from peers, clinic partners, or brands. Includes speaking engagements, published content, awards, or endorsements from within the professional aesthetic community.

Tips for Entrants

— Include testimonials from clinic owners, practitioners, or business teams you have trained.

— Share data on training reach — number of clinics, sessions delivered, or practitioners upskilled.

— Provide examples of curriculum, training materials, or digital learning platforms you have developed.

— Highlight measurable outcomes: revenue growth, treatment confidence, compliance improvements, or product adoption following your training.

— Describe what makes your education approach distinct from standard brand or product training.