EDUCATOR OF THE YEAR — CLINIC TO CLIENT

Building Confident, Informed Clients & Internal Teams

This award celebrates a clinic owner, practitioner, or internal team leader who delivers exceptional education directly to clients or their own team. Whether through client consultations, in-clinic workshops, staff training programs, or community education, this individual elevates understanding, trust, and outcomes at the clinic level.

WHAT JUDGES ARE LOOKING FOR

CLIENT OR TEAM EDUCATION IMPACT

Demonstrated improvement in client understanding, treatment confidence, consent quality, or team capability as a direct result of education delivered within the clinic setting.

CLARITY & ACCESSIBILITY OF EDUCATION

Is complex information communicated in a way that is clear, jargon-free, and accessible to the intended audience — whether clients or staff? Judges want to see education that truly lands.

RANGE OF EDUCATIONAL TOUCHPOINTS

Education may include pre-treatment consultations, aftercare guidance, social media content, in-clinic events, staff inductions, or ongoing CPD. Show the breadth of how education is embedded in your practice.

INNOVATION & CREATIVITY

Has the clinic developed unique educational tools, resources, or experiences? This could include client guides, video content, interactive events, or proprietary onboarding programs for new team members.

CLIENT TRUST & RETENTION

Evidence that education has improved client confidence, reduced anxiety, increased rebooking rates, or built long-term loyalty. Testimonials and data that link education to outcomes.

TEAM DEVELOPMENT & CULTURE

For clinics that nominate internal education: evidence of structured staff training, mentorship programs, competency frameworks, or a culture of continuous learning within the team.

Tips for Entrants

— Include client testimonials that specifically reference how your education made them feel informed, safe, or confident.

— Share examples of educational materials you have created — brochures, consent resources, social content, or staff training guides.

— Describe your consultation process and how you tailor education to individual clients or team members.

— If nominating for internal team education, include staff testimonials and examples of training programs or progression pathways.

— Highlight any measurable outcomes linked to your education: rebooking rates, reduced complaints, team retention, or treatment uptake.