



International Massage Association



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IMA is a New kind of “School”





The International Massage Association Purpose is:

To raise the level of:

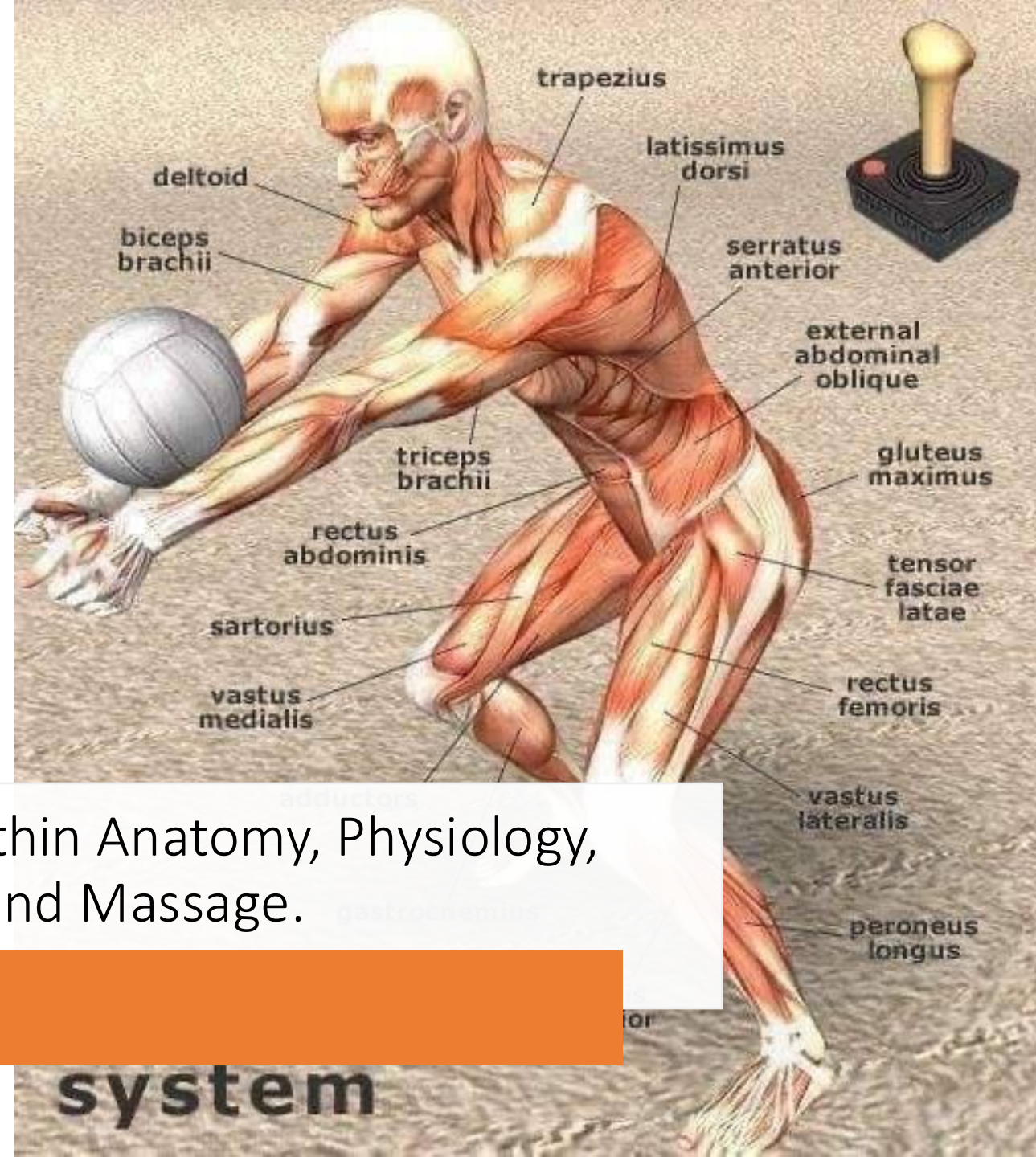
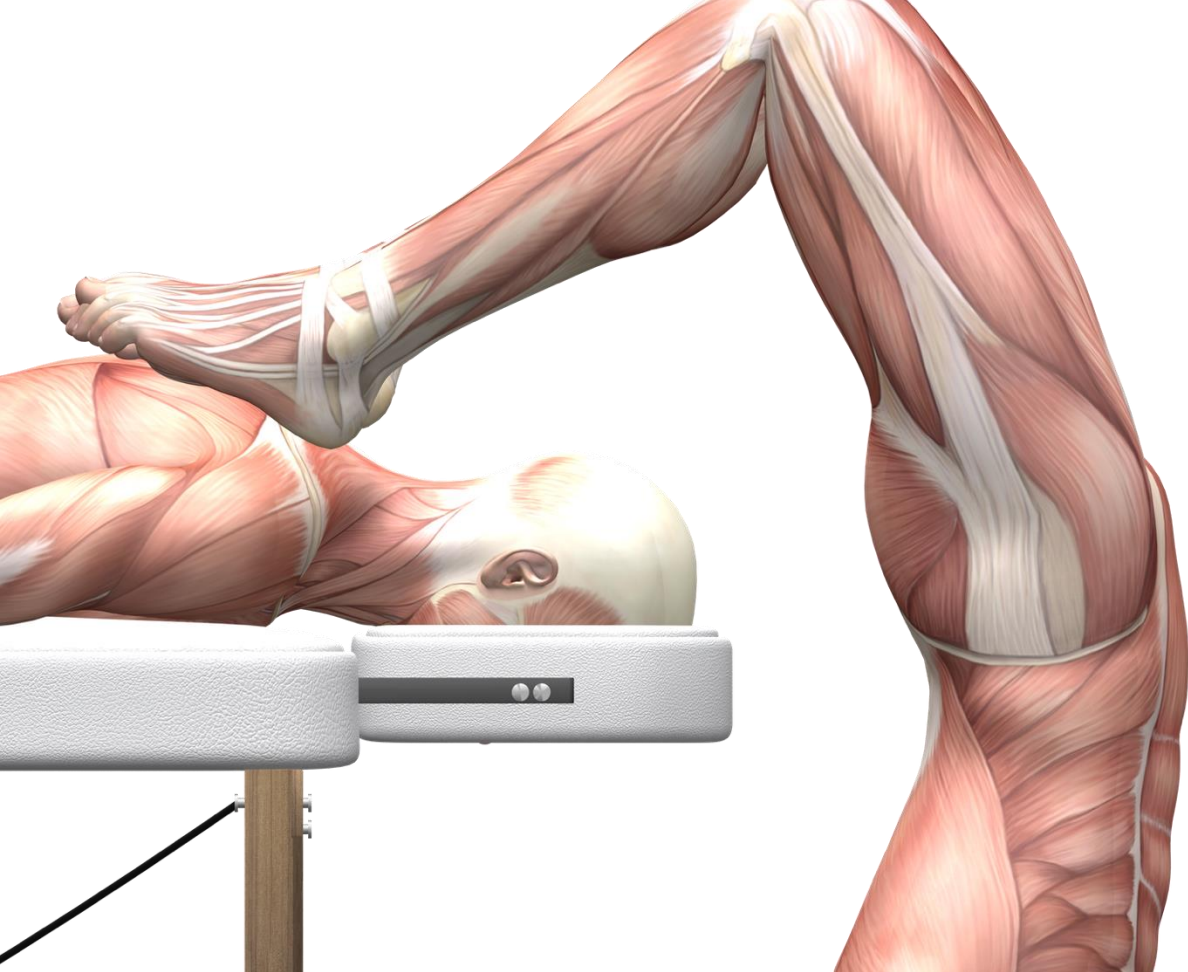
1. The Massage Therapists
2. The Massage Teachers
3. The School owners
4. The Associations
5. The Equipment suppliers
6. The Awareness of Massage methods



Mission: To bring value via Masterclasses, Articles, Podcasts ect.



Up coming news: Massage Judge Courses



Refreshment Course within Anatomy, Physiology,
Pathology and Massage.

system



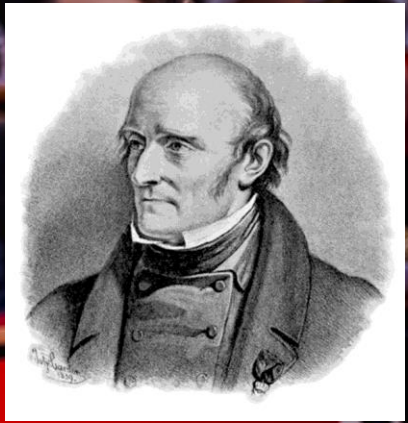
The World Championship and The IMA Story 2015-2024



- This is the story of four people named: Everybody, Somebody, Anybody, and Nobody.

There was an important job to be done. Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got very angry about that because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. So it ended up that Everybody blamed Somebody when Nobody did what Anybody could have done... But one day IMA came and did the job.

- Unknown Massage Therapist



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IMA: *The ones who comes after is just as important!*





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IMA is like a candle. It will consume itself to light the way of others!





IMA will show in which direction to look – But not what to see!



ROMANIA



Today's Topic:
Massage
Therapy in the
future....



How and what to Improve – and where to look?

Who am I?



- The Founder of the International Massage Association.
- The CEO of the World Championship in Massage.
- The Founder of the International Massage Teacher Courses.



I believe that:

“Massage Craft/Art is where intuitive massage is given on a foundation of knowledge within Anatomy, Physiology and Pathology”



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The WMC 2024 has 251 Participants from 48 countries



International
Teacher
School

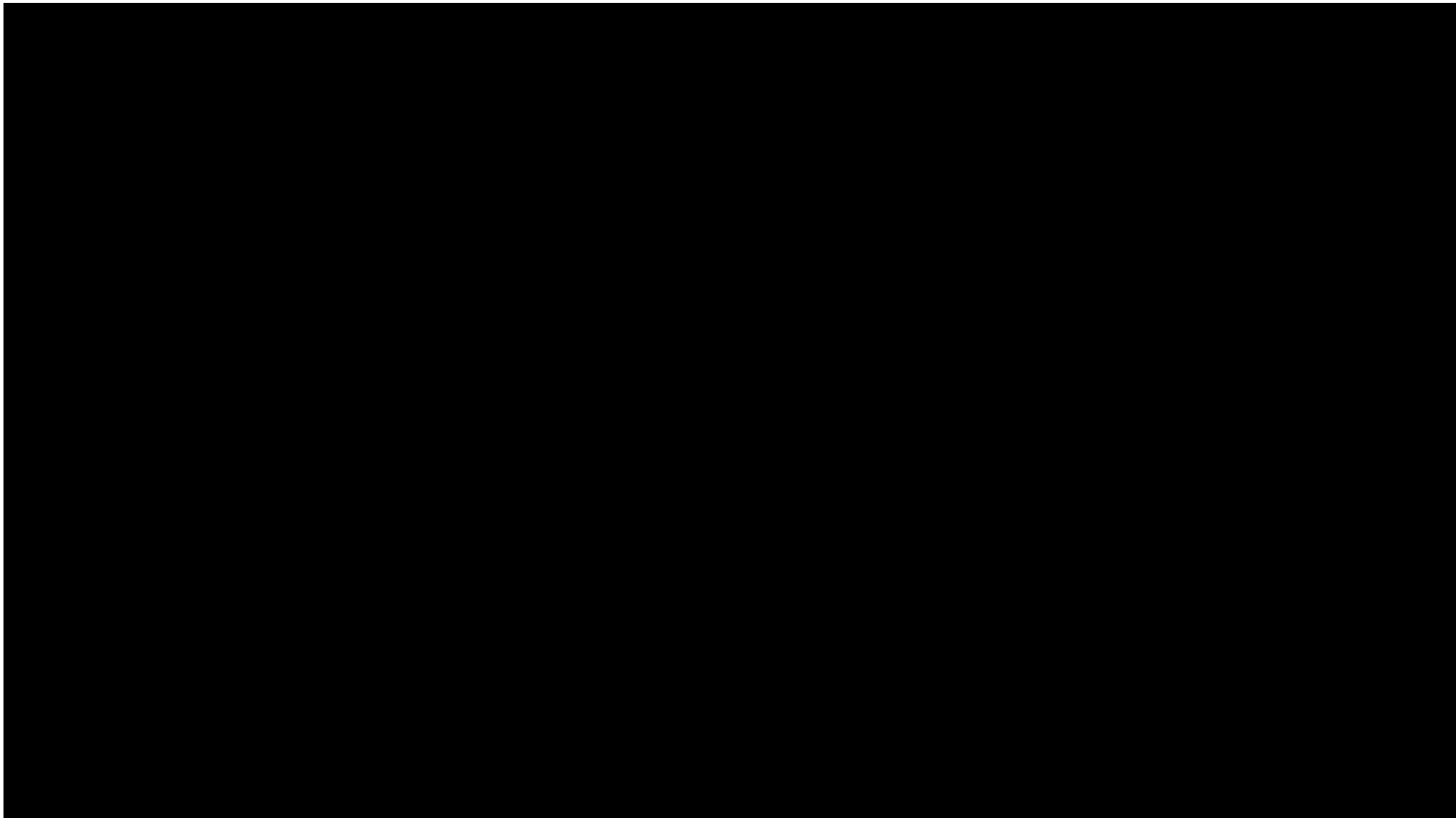




Staff and Judges from 25 countries



Task 1: What is a good massage?





Please think of 5 reasons for getting a massage

Overall Reasons for massage treatments...

- 1) Treatment of injuries and tensions.
- 2) Prevention of injuries and tension.
- 3) Mental relaxation
- 4) Pampering yourself (Wellness)





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Photography

Is Thailand the World's Best Massage Nation? – and If so Why?



Nations 2022

(23 Countries with minimum 3 participants)



Best Massage Nations 2022

(average score of each country)

Gold: Thailand

Silver: Iran

Bronze: Australia

Best Massage Nations 2023

Gold: The United Kingdom (England)

Silver: Thailand

Bronze: Switzerland

2024 - 24 Nations

Belgium	Brazil	Canada	Denmark	France	Germany
Hong Kong	Hungary	Italy	Japan	Lithuania	Mongolia
Poland	Portugal	Serbia	Slovakia	Spain	South Korea
Switzerland	Thailand	Turkey	Ukraine	United Kingdom	United States

World's 3rd Best Massage Nation 2024

Japan

World's 2nd Best Massage Nation 2024

Hong Kong

World's Best Massage Nation 2024

Thailand



Overall World Nation Ranking

Most medals during the years.

Gold = 3 points, Silver = 2 points,

Bronze = 1 point

The years 2017 - 2024

1. USA (57 point)
2. UK (39 points)
3. Thailand (32 Points)



Thai Medals under other FLAGS

- 2017 Rose Roongruang, Germany, Bronze (1 point)
- 2018 Jidapha Wilkinson, UK, Gold (3 points)
- 2019 Suwit "Steve" Sritrairasri, USA, Silver (2 points)
- 2021 Nuan Jiamsranoi, Netherlands, Gold (3 points)
- 2021 Somsri Loser, Switzerland, Gold (3 point)
- 2021 Sunee Obermaier, Germany, Silver (2 points)
- 2021 Somsri Loser, Switzerland, Bronze (1 point)
- 2022 Porthip Tal-Zvi, Israel, Gold (3 points)
- 2022 Porthip Tal-Zvi, Israel, Gold (3 points)
- Wassakanit Lakkham, USA (Bronze (1 point)
- 2023 Ying Williams, Australia, Bronze (1 point)
- 2023 Siriphon Welch, Wales, Silver (2 points)
- 2023 Rapats Offermann, Switzerland (1 point)
- 2023 Siriphon Welch, Wales, Gold (3 points)
- 2023 Sukunya Tui Le Bras, France (1 point)
- 2024 Siriluk Piajumpa, USA Bronze (1 point)
- 2024 Anyamas Chaiyong, USA Gold (3 points)
- 2024 Pinyapatch (Grace) Chanyathunyaraj, USA Gold (3 points)
- 2024 Taddaw Acance, USA Gold (3 points)
- 2024 Anyamas Chaiyong, USA, Bronze (1 point)
- 2024 Siriluk Piajumpa, USA Silver (2 points)
- 2024 Pinyapatch (Grace) Chanyathunyaraj, USA Gold (3 points)

Thai under other FLAGS

- **Overall World Nation Ranking**

The years 2017 - 2024

1. Thailand (75 Points)
2. USA (38 point)
3. UK (31 points)
4. Israel (21 points)
5. Frankrig (17 points)



The following Countries:

Israel (24 points)

France (18 points)

Switzerland (17 points)

Germany (15 points)

Greece (15 points)

Romania (12 points)

Belgium (12 points)

Dominican Republic (8 points)

- Japan (8 points)
- The Netherlands (8 points)
- Canada (8 points)
- South Korea (7 points)
- Denmark (6 points)
- Russia (5 points)
- Wales (5 Points)
- Ukraine (4 points)

The following countries:

- Norway (3 points)
- Slovenia (3 points)
- Qatar (3 points)
- Georgia (3 points)
- Lithuania (3 points)
- Malta (2 points)
- Poland (4 points)
- Bosnia (2 points)
- Serbia (2 point)
- Australia (1 point)
- Hungary (1 point)
- Moldova (1 point)
- Malaysia (1 point)

What are
the Thai so
good at?



Pressure – Stretching – Mobilization
– Wellness – Atmosphere ect.....



The Future is: Massage, Stretching & mobilization

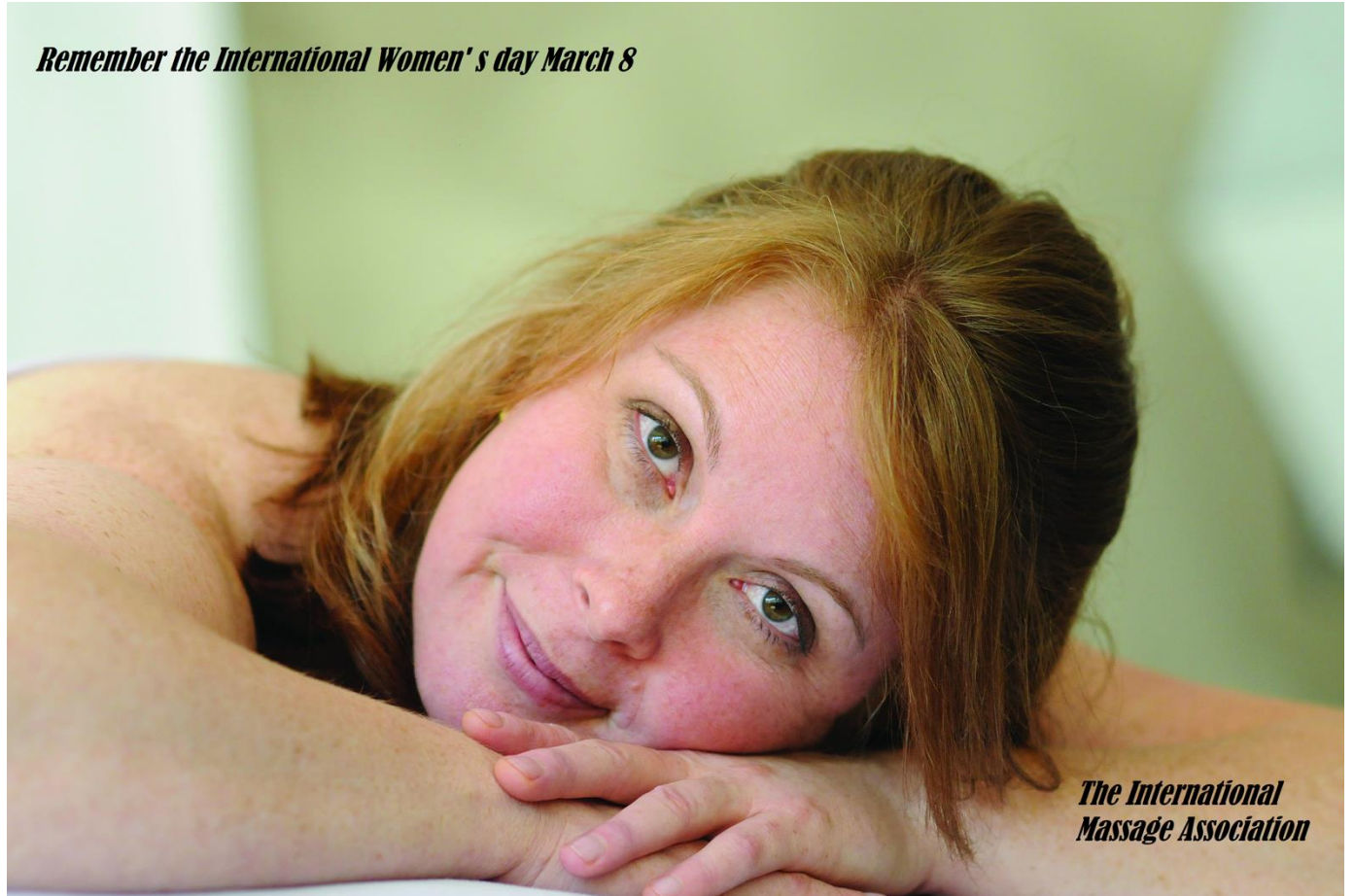
Add some kind of wellness...





Add a New Experience

The Best
Massage
Therapists
gives the
Clients what
They ask for –
But they also
give the
clients what
They need!



Remember the International Women's day March 8

*The International
Massage Association*



Always remember the purpose of the Massage!
Adapt the Speed and the pressure!

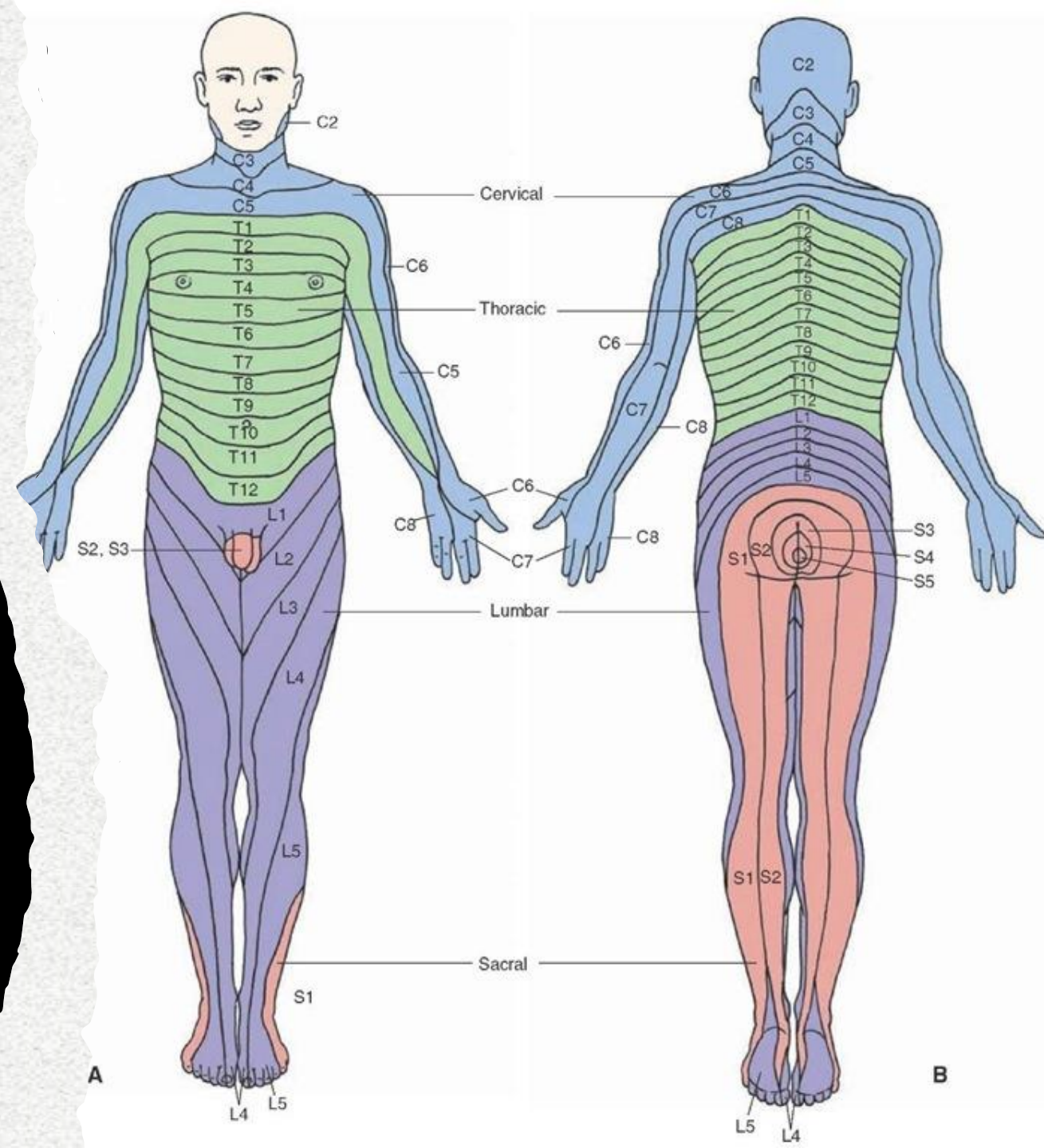
What to improve?

- Techniques
- Ergonomics
- Flow
- Innovation and Development of new methods
- Client contact
- Recipient feedback?



How to work the
body in the future!

A picture tells more than
a 1000 words.....





Statistically 1/3 of the clients, change massage therapist if the massage therapist can't offer a new experience!

An Example of a new method...

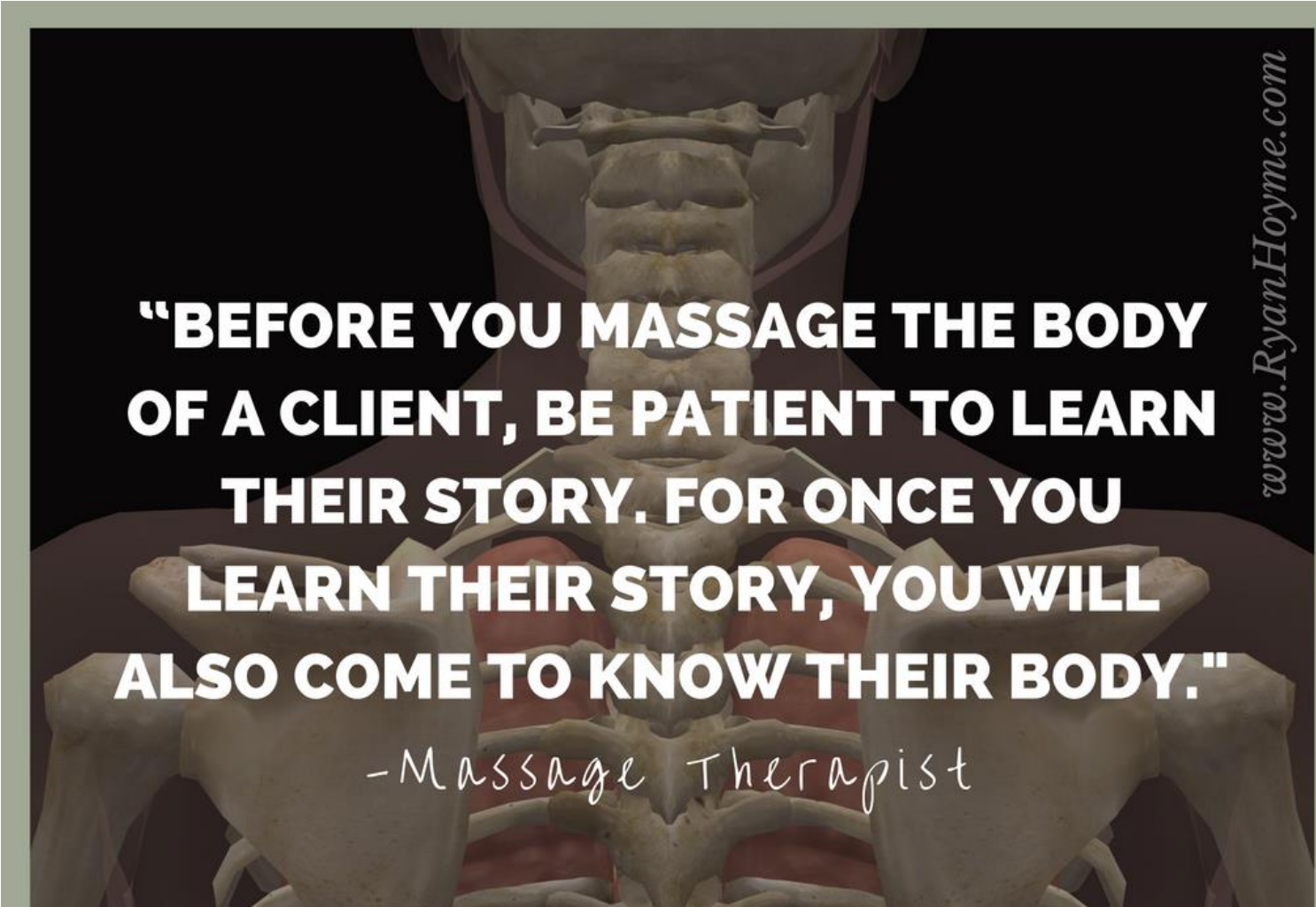
Chair massage, an amazing method where you can integrate both stretching and mobilization, as well as wellness and it will be a new experience.





Massage Therapy of the Future –
How to adapt our treatments and what to improve in order to do so?

How to choose method?



**"BEFORE YOU MASSAGE THE BODY
OF A CLIENT, BE PATIENT TO LEARN
THEIR STORY. FOR ONCE YOU
LEARN THEIR STORY, YOU WILL
ALSO COME TO KNOW THEIR BODY."**

-Massage Therapist

www.RyanHoyme.com

Examples of “right” methods

- 1) Thai massage for those who lack flexibility in the body?
- 2) Shiatsu and Tuina for those who need energy?
- 3) Sports massage for athletes?
- 4) Chair massage for office employees?
- 5) Wellness massage for stressed people?
- 6) Swedish massage for everyone?
- 7) Facial Massage for stressed people and for beauty?



Where in the
process are
we?



IMA Massage Courses & Solutions



IMA Courses all over the World



IMA Courses all over the World



IMA Courses all over the World

Where, When
and How to
learn? – IMA
Academy!

NEWS: Judge
Courses and
Refreshmant
courses!

Instagram



JEPPE TENGBJERG
FOUNDER



Facebook



**WORLD CHAMPIONSHIP
MASSAGE 2024**



SUBSCRIBE



What else is
important to
learn?



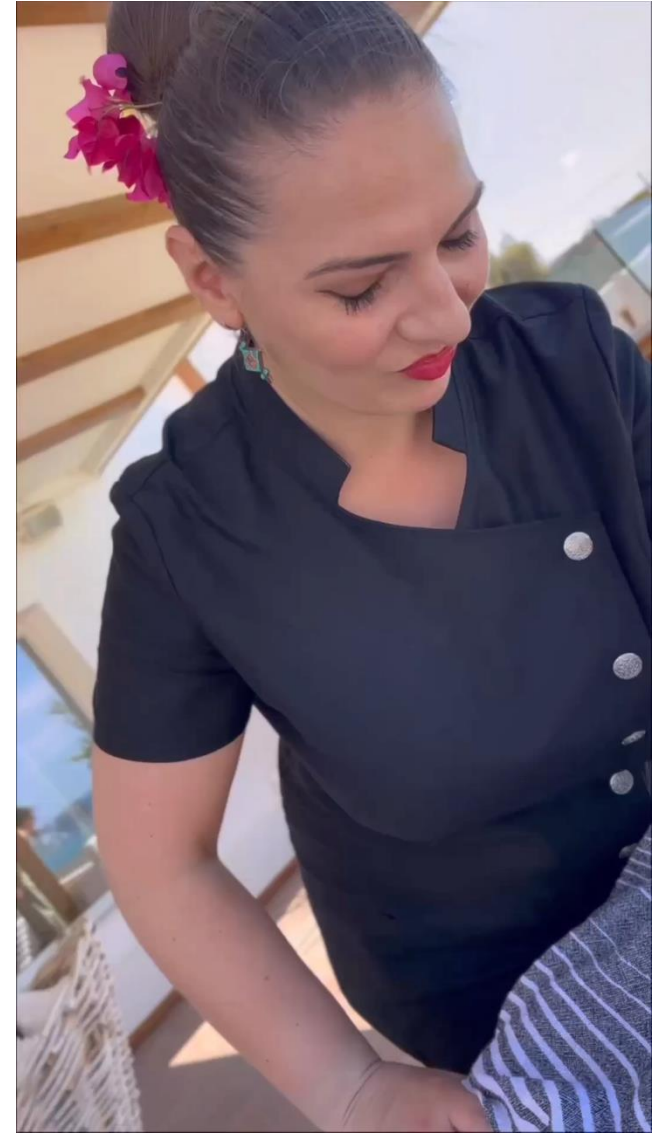
What to
avoid?



What signals
do you send
on social
medias and
at the clinic?



How to “look”
and why
draping is
important!





The Machines are coming!

The Massage Therapist of the future knows how to use the social medias!

- Clients generally wants to:

- 1) Be Entertained (have fun)
- 2) Be inspired
- 3) Be Informed
- 4) Be Convinced
- 5) Anticipate needs

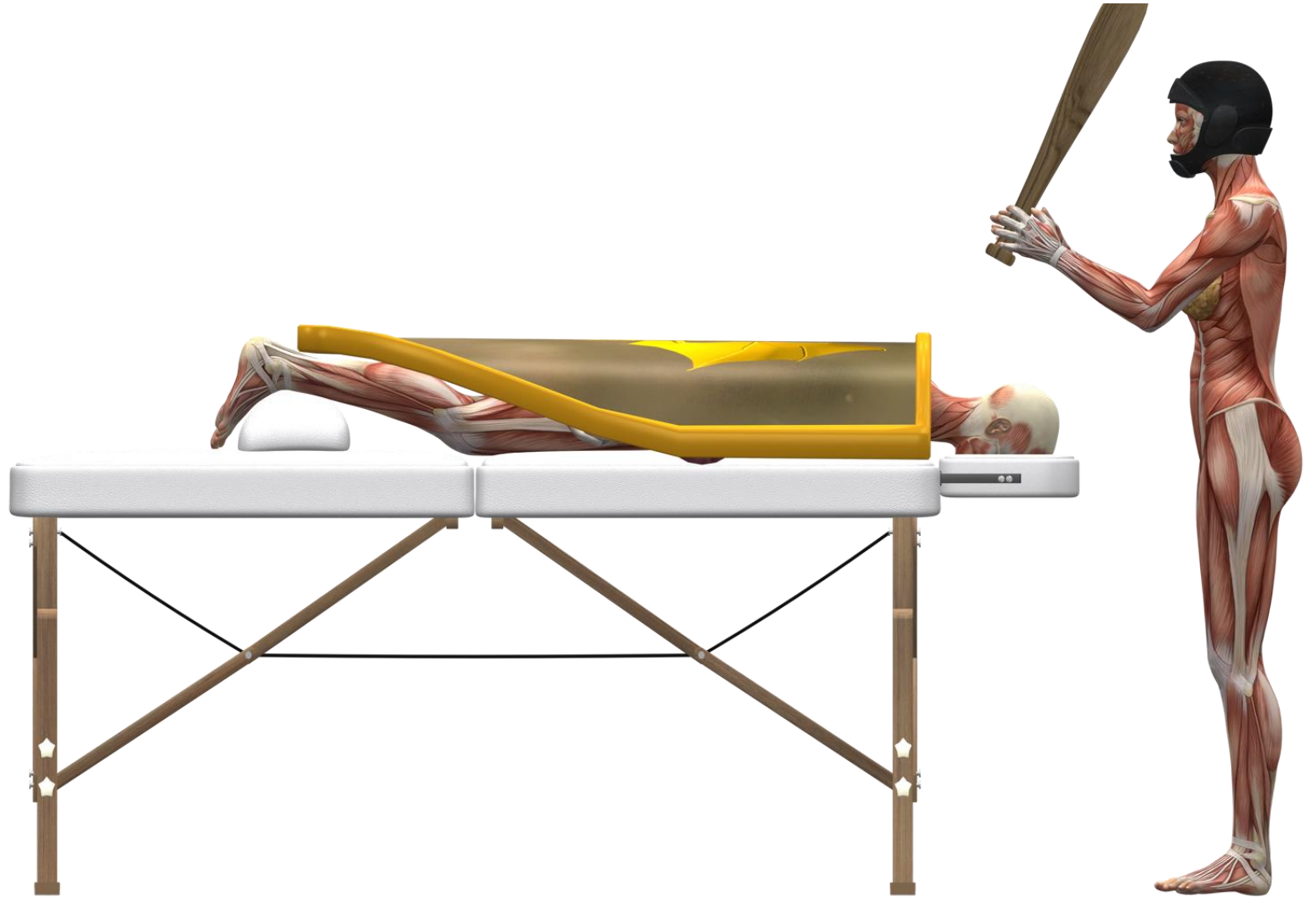


Best Massage Reel Nominee
Alexandra Moura, Brazil

worldchampionship-massage.com

ASHITSU
BY KORNELIA OZIMBAK

Be Intertained
School of
"Klang"
Massage



Be inspired

**If you really want to do something
you will find a way.
If you don't, you will find an excuse.**

**Sign up for the World Championship in Massage -
www.worldchampionship-massage.com**

Be informed

**Most people have no idea how good
their body is designed to feel...**



**The International Massage Association
- worldchampionship-massage.com**

Be convinced





Merry Christmas from The International Massage Association

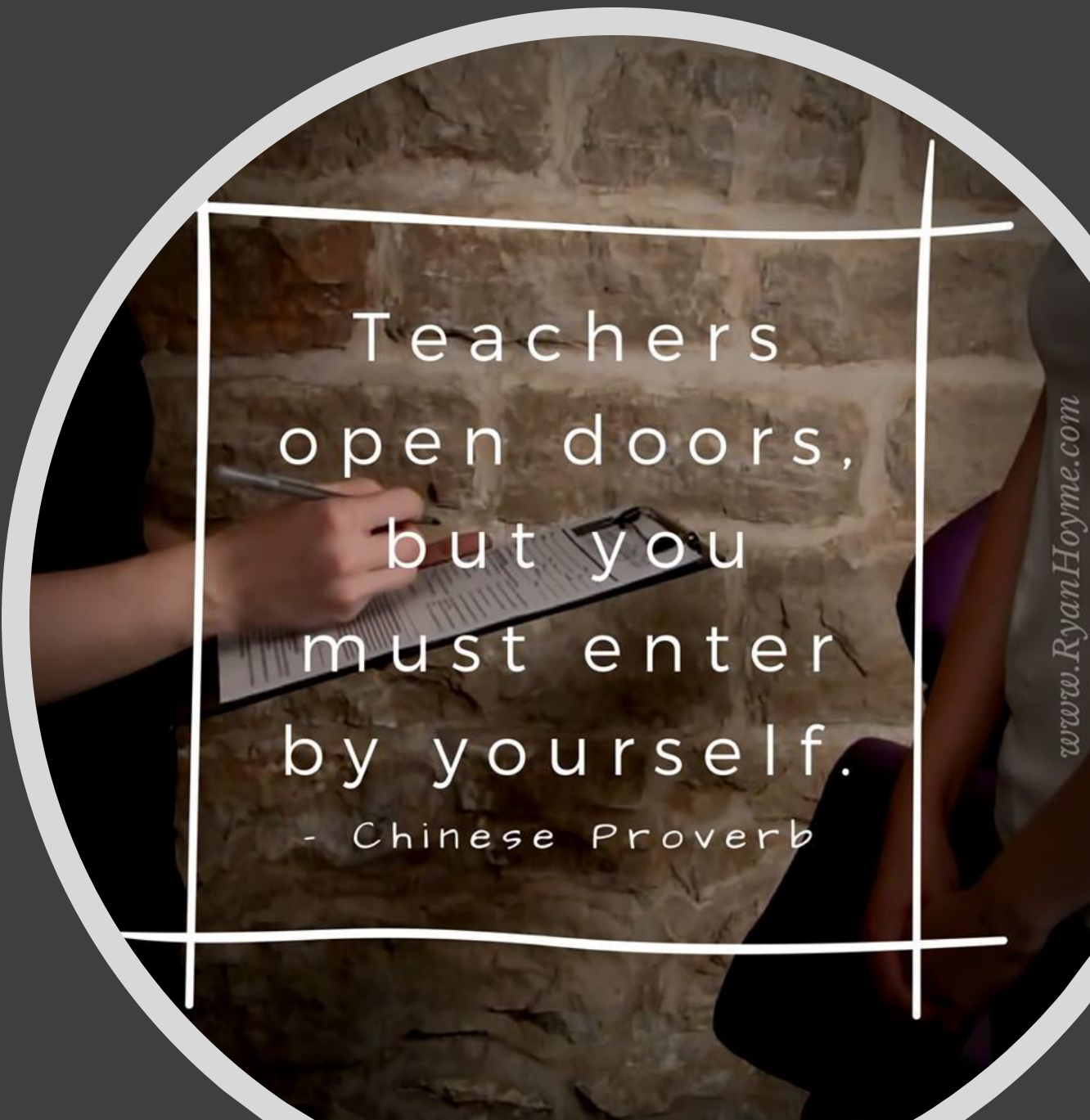
Anticipate needs



Which social medias?

- Facebook (Company page)
- Instagram (Good for teasers of classes)
- LinkedIn (Good for networking)
- X (Twitter) (Good for statements?)
- Youtube (Good for eLearning and teasers)
- TikTok (Teasers for the next generation?)

Remember!



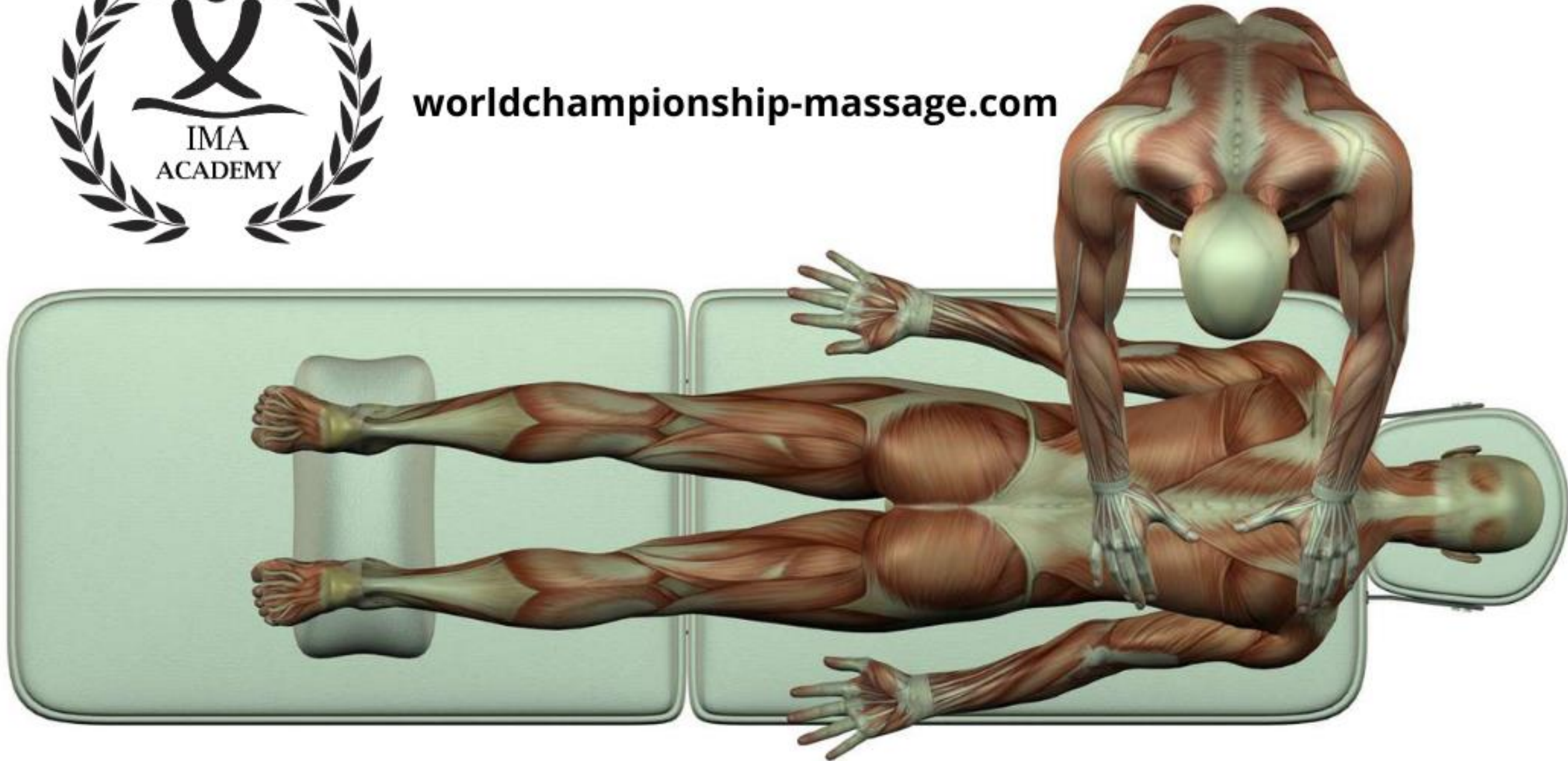
Teachers
open doors,
but you
must enter
by yourself.
- Chinese Proverb



Questions?
*Please follow
us on Social
Medias*



worldchampionship-massage.com



International Massage Association