

Instagram



JEPPE TENGBJERG
FOUNDER



Facebook



WORLD CHAMPIONSHIP
MESSAGE



SUBSCRIBE



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.



Kinga Jenei,
Hungary/
Romania



ICONSIGNING
Philly

The WMC 2025 had 267 Participants from 58 countries





Best Championship Promotion Nominees:

- Takuto Kawakami, Japan
- Anna Baroni, Italy – Constantine Barbu, Switzerland
- Ying Williams, Australia
- Constantin Barbu
- Supa Albert, Germany

iConstantine
Photography

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

International
Teacher
School

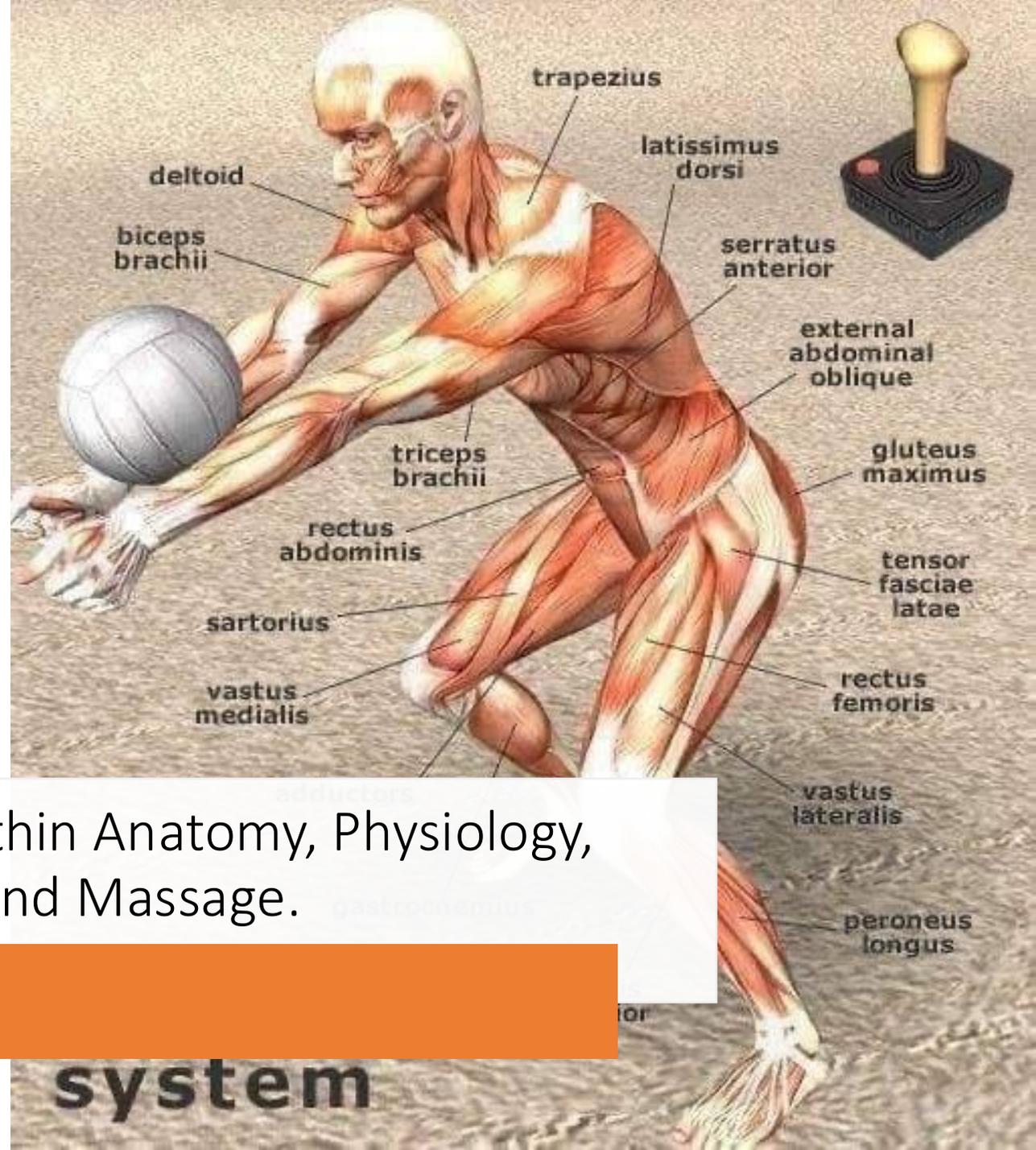
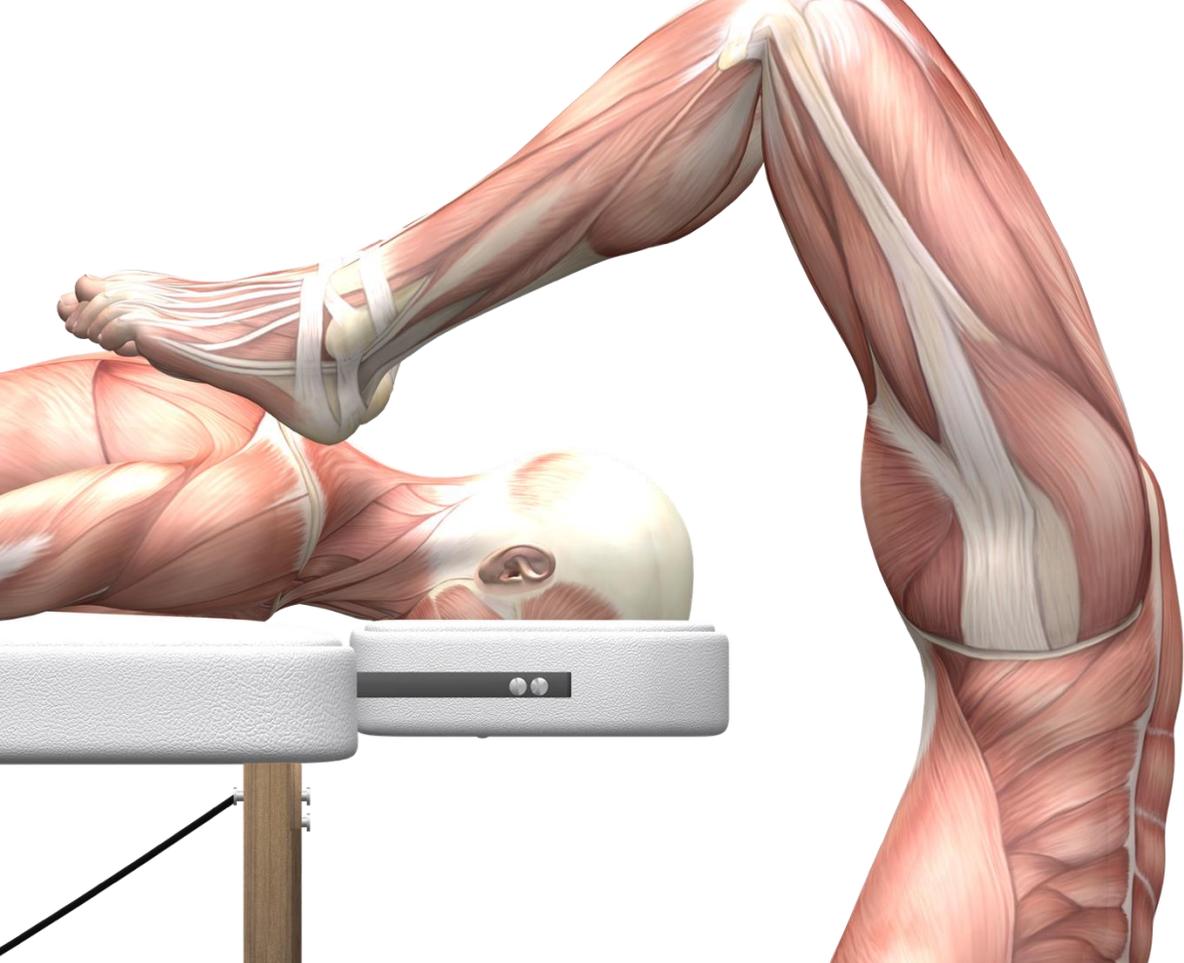




Mission: To bring value via Masterclasses, Articles, Podcasts ect.



News: Massage Judge Courses



Refreshment Course within Anatomy, Physiology, Pathology and Massage.

system



“The 2 most important days in your life is when you are born and when you find out **Why!**”



- 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



icor Photography 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?



I believe that:

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



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)





iConstantine
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



World Championship in Massage 2025

25 Nations with 3 or more participants



25 Nations

Argentina	Austria	Canada	China	Denmark	France	Georgia
Germany	Ireland	Italy	Japan	Lithuania	New Zealand	Norway
Poland	Portugal	Romania	Serbia	Slovakia	Sweden	Switzerland
	Thailand	Ukraine	United Kingdom	United States		

Top 5 Nations 2025 (25 nations with 3 or more participants)

- 1) **Thailand**
- 2) Lithuania
- 3) China/Hong Kong
- 4) Argentina
- 5) France

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 Jiamsrani, 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 Pornthip Tal-Zvi, Israel, Gold (3 points)
- 2022 Pornthip Tal-Zvi, Israel, Gold (3 points)
- 2022 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



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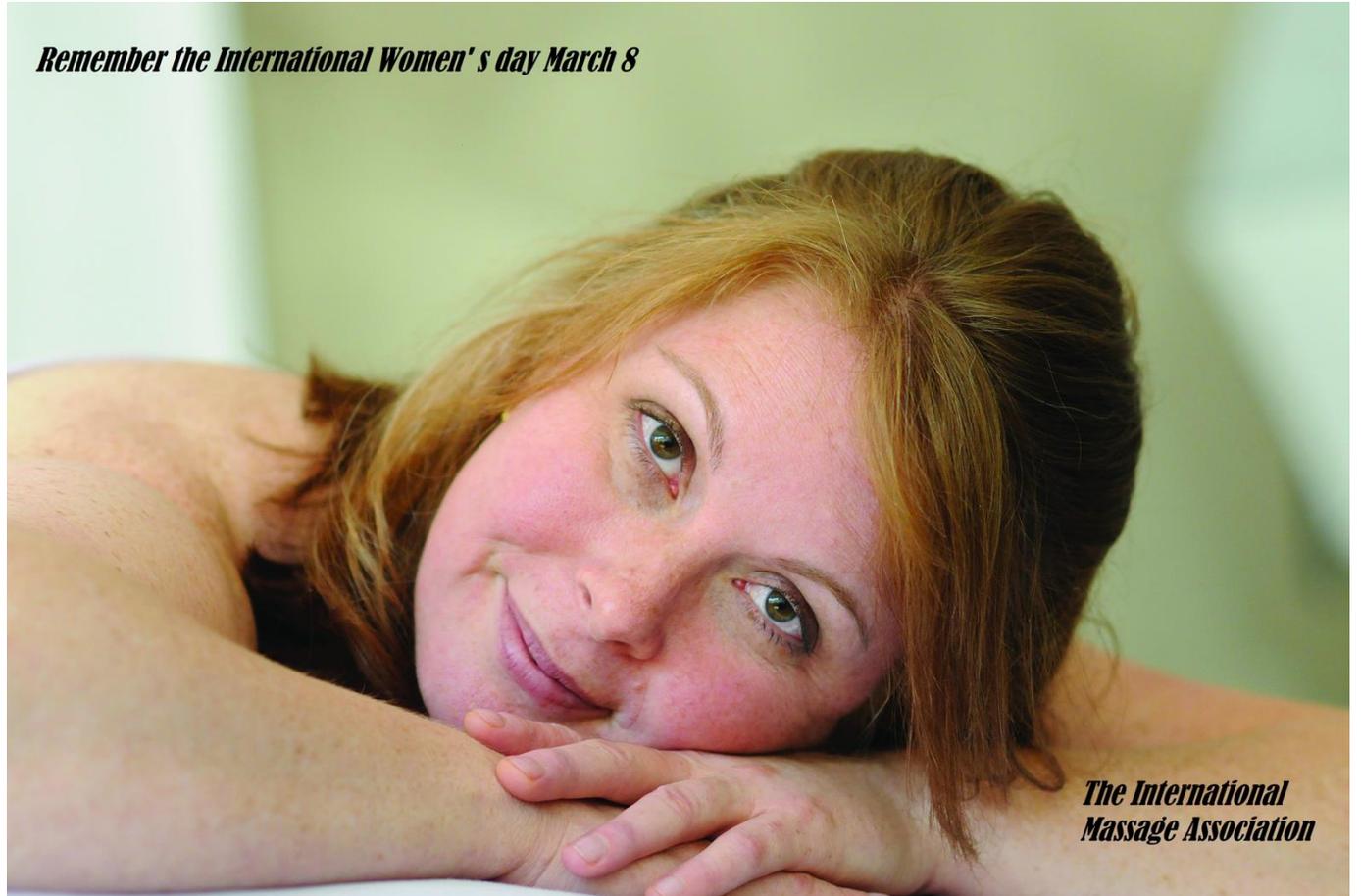
Wellness



Add a New Experience



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

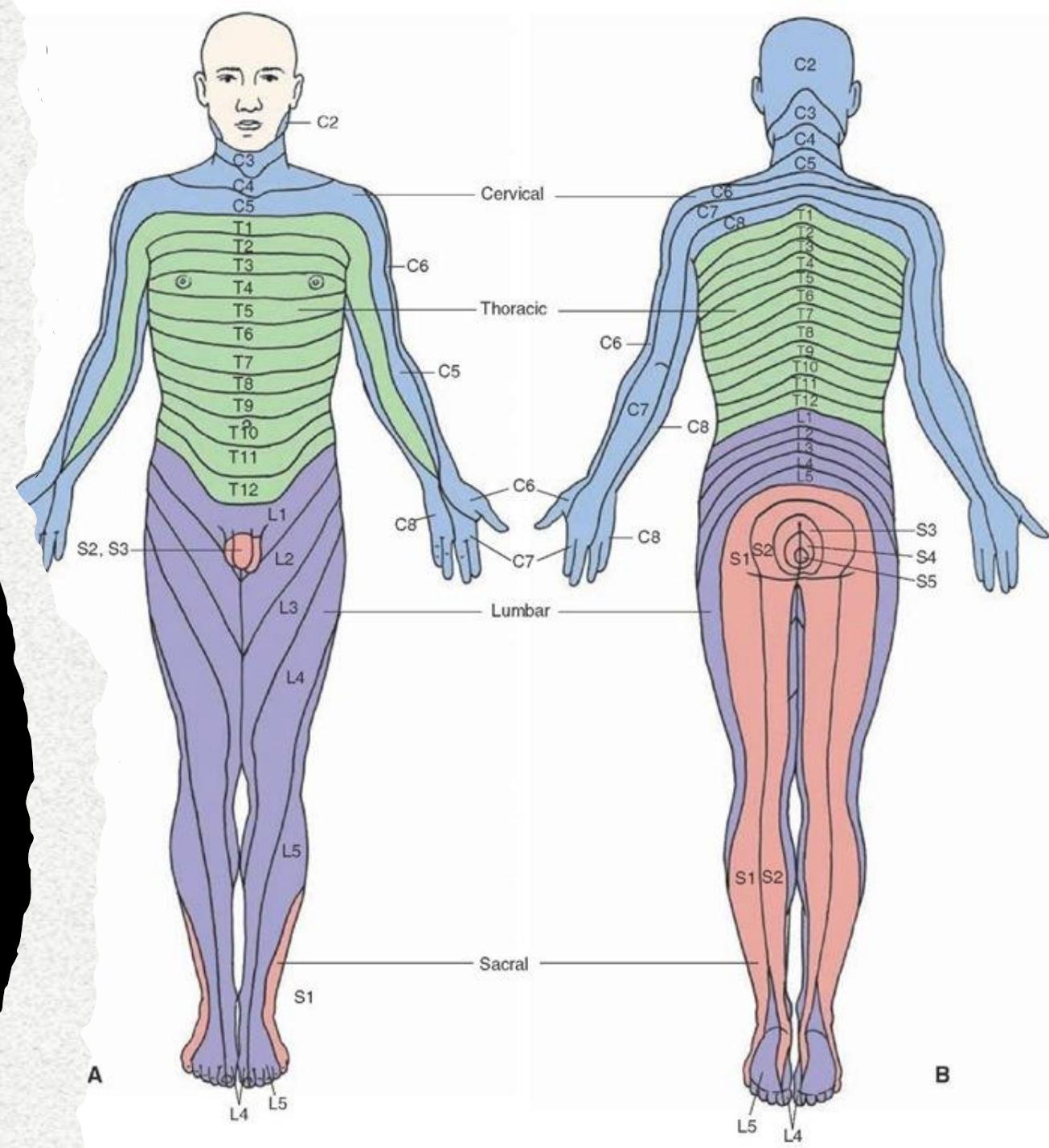




Always remember the purpose of the Massage!
Adapt the Speed and the pressure!

How to work the body in the future!

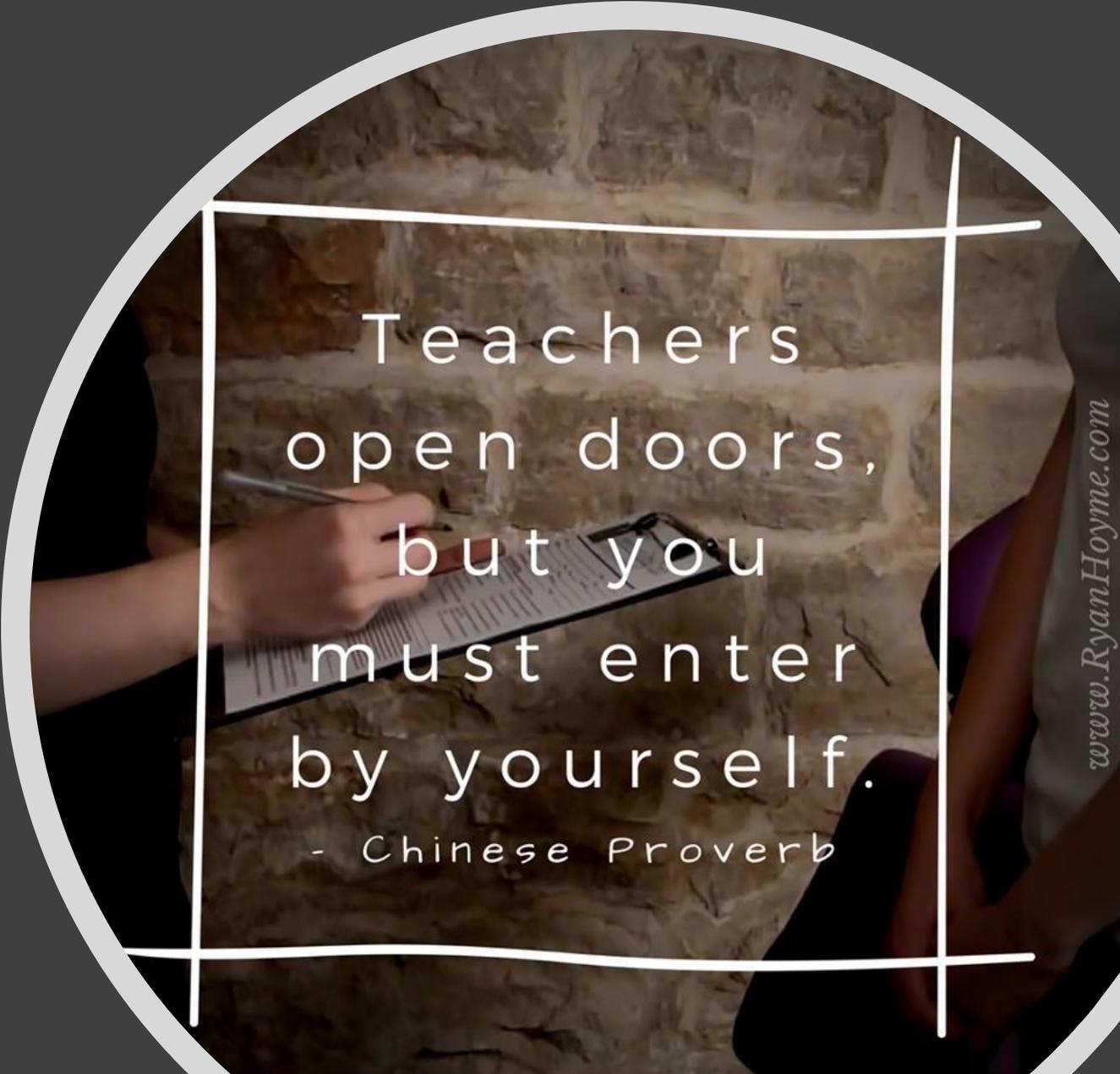
A picture tells more than a 1000 words.....





The Robots have arrived! Will they take over?

Remember!



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



Questions?
*Please follow
us on Social
Medias*

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



Instagram



JEPPE TENGBJERG
FOUNDER



Facebook

**WORLD CHAMPIONSHIP
MESSAGE**



SUBSCRIBE



Staff and Judges from 25 countries

What to improve?

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





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...

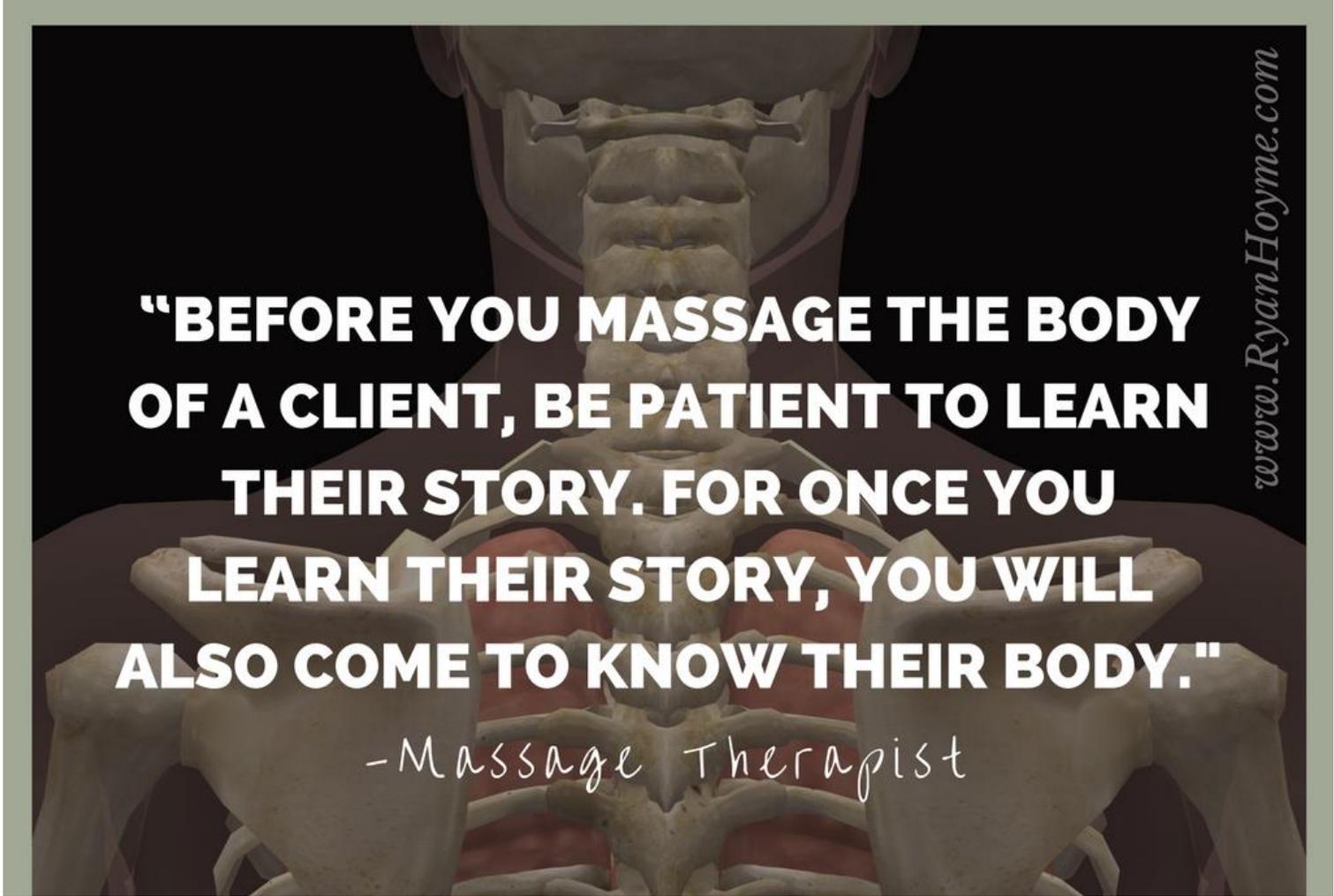
Chair massage, an amazing method where you can integrate both stretching and mobilization, as well as wellness and it will be a new experience.





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?





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Photography

IMA: The ones who comes after are just as important!



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

What else is
important to
learn?



What to
avoid?



Something really concerns me.....

A World Wide problem?

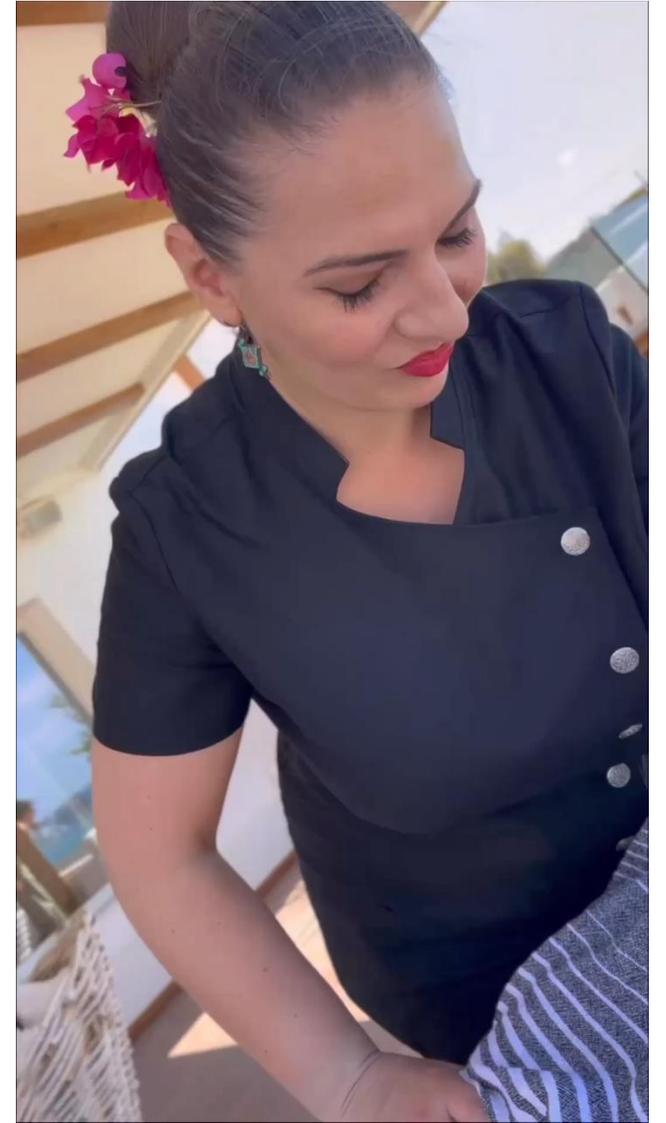
Several trustworthy female colleagues have told me that clients have been touching them during the massage treatments!

How can we avoid that?

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



How to “look”
and why
draping is
important!



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



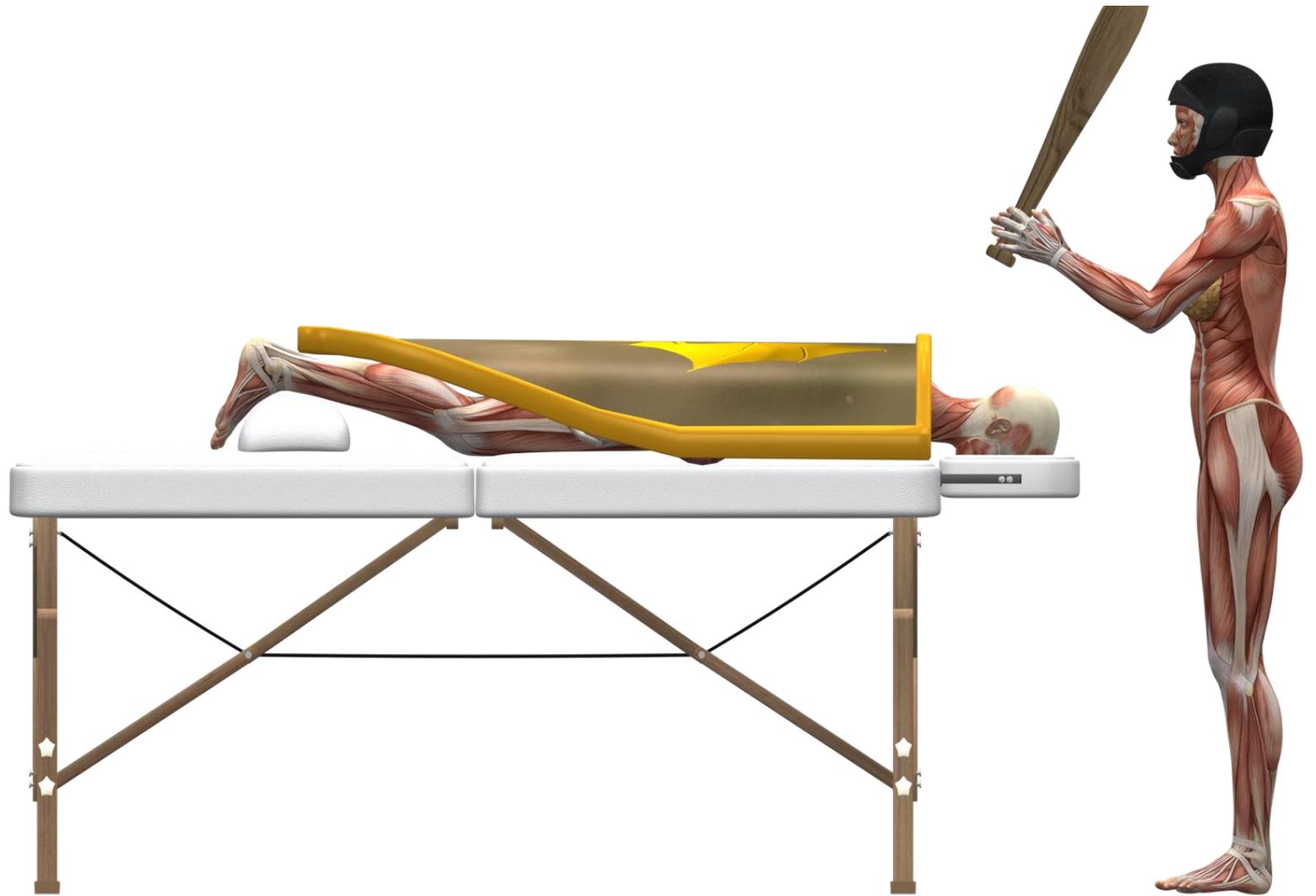
ASHIATSU
ESTABLISHED 1904



Kinga Jenei,
Hungary/
Romania

Be Intertained

School of
"Klang"
Massage



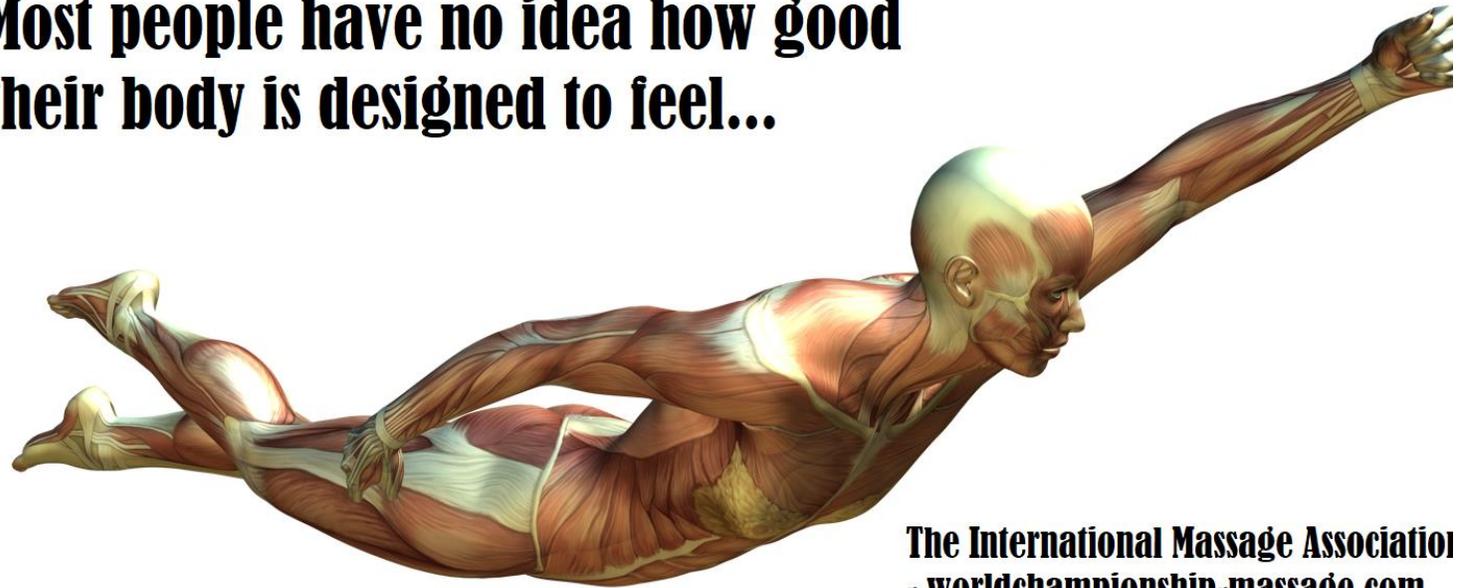
Be inspired

**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



The image shows a certificate for the IMA World Massage Video Awards 2022. The certificate is dark blue with white and gold text and graphics. At the top left is the IMA logo, which consists of a stylized figure holding hands inside a laurel wreath with the letters 'IMA' below it. The main text reads 'INTERNATIONAL MASSAGE ASSOCIATION WORLD MESSAGE VIDEO AWARDS'. Below this, it says 'PROUDLY PRESENTED TO' followed by the name 'LUISA VARGAS' in large, bold, white letters. Underneath the name is the word 'WINNER' in bold white letters. At the bottom, it says 'CATEGORY: BEST OVERALL VIDEO' followed by '2022'. On the left side of the certificate is a gold and blue award ribbon with a circular seal in the center. The seal contains the text 'IMA World Massage Video Awards 2022' and five stars above and below the text.

IMA
World Massage
Video Awards
2022

INTERNATIONAL MASSAGE ASSOCIATION
WORLD MESSAGE VIDEO AWARDS

PROUDLY PRESENTED TO

LUISA VARGAS

WINNER

CATEGORY: **BEST OVERALL VIDEO**
2022



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?)



International Massage Association



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Photography

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

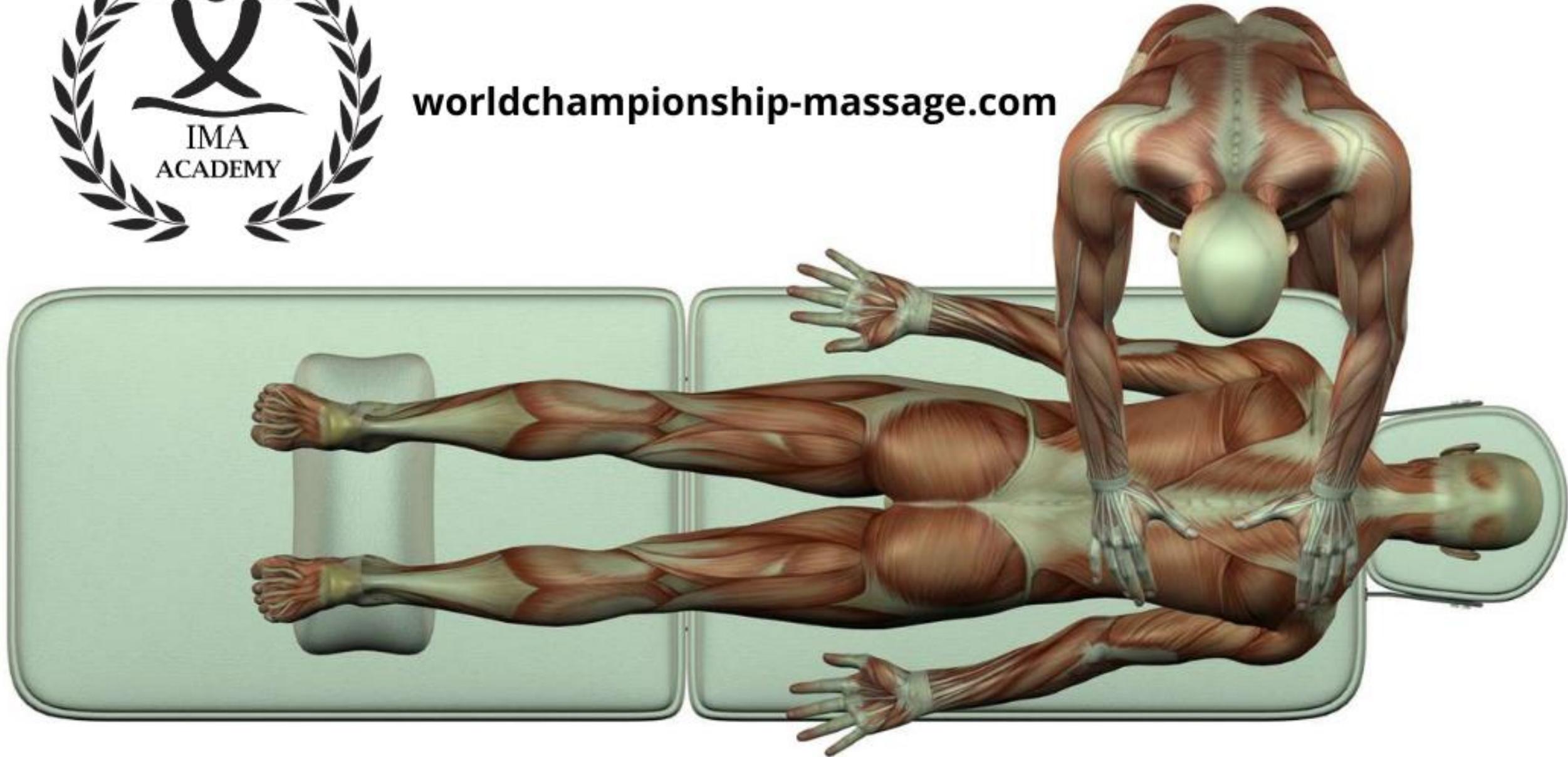


Thank you
Kru Lumpai
😊





worldchampionship-massage.com



International Massage Association