



The Massage Championship of the Nordic Countries 2025

REGULATION

1. Objectives and Tasks of the Championship

- 1.1. To promote mutual exchange of experience, collaboration, and communication among professionals, students, and practicing massage therapists.
- 1.2. To improve professional skills, offering both challenges and opportunities for current and future industry specialists.

2. Championship Organizers

P. Stradins Medical College of the University of Latvia, Latvia, and the International Massage Association, Denmark.

3. Championship Details

- 3.1. The championship will take place from October 3 to October 4, 2025, at P. Stradins Medical College of the University of Latvia, located at Vidus prospekts 38, Jūrmala, Latvia, LV-2010.
- 3.2. The target audience of Day 1: students who have completed massage study courses. Each educational institution may nominate 1 – 2 students.
- 3.3. The target audience of Day 2: practicing massage therapists.
- 3.4. The official languages of the Championship are Latvian and English.
- 3.5. The Championship will be streamed on social media and photographed.

4. Championship Procedure

4.1. CHAMPIONSHIP PROGRAM

DAY 1 OF THE CHAMPIONSHIP – 03.10.2025.	
TIME	Student massage championship and master classes
9:00 – 10:00	REGISTRATION
10:00 – 10:30	Opening ceremony
11:00 – 12:00	<i>Part 1 of the student championship - classic massage</i>
12:00 – 13:00	LUNCH
14:00 – 15:00	<i>Part 2 of the student championship – freestyle massage</i>
15:00 – 16:00	Masterclasses by international massage trainers
17:00	AWARD ceremony

DAY 2 OF THE CHAMPIONSHIP – 04.10.2025.	
TIME	Professional massage championship and master classes
9:00 – 10:00	REGISTRATION
10:00 – 10:30	Opening ceremony – Day 2
11:00 – 12:00	<i>Part 1 of the professional championship</i> – classic massage
12:00 – 13:00	LUNCH
14:00 – 15:00	<i>Part 2 of the professional championship</i> – freestyle massage
15:00 – 16:00	Masterclasses by international massage trainers
17:00	AWARD ceremony

4.2. PARTICIPATION IN THE CHAMPIONSHIP

- 4.2.1. Participants may register for both parts of the Championship – Classic Massage and Freestyle Massage.
- 4.2.2. Participants may register for only one part – either Classic Massage or Freestyle Massage.
- 4.2.3. Participants must inform the organizers about their choice in advance.

4.3. CLASSIC MASSAGE PROGRAM

- 4.3.1. Duration – 30 minutes.
- 4.3.2. The massage must include the main techniques of classical massage: effleurage, friction, petrissage, vibration, and auxiliary techniques.
- 4.3.3. Evaluation will focus on BACK or NECK AREA massage and the proficiency level of basic classical massage skills.
- 4.3.4. Organizers will provide each participant with a model, massage table, cosmetic table, 2 towels, massage oil, and disinfectant.
- 4.3.4. Participants must comply with hygiene rules, time limits, and stay within the designated work area.

4.4. FREESTYLE MASSAGE PROGRAMME

- 4.4.1. Duration – 40 minutes; participants perform a massage style or a combination of techniques of their choice.
- 4.4.2. Participants are responsible for all necessary materials (decorations, clothing, etc.).
- 4.4.3. Organizers will provide a massage table, cosmetic table, and a model. Event music will be chosen by the organizers.
- 4.4.4. Participants must comply with hygiene rules, time limits, and stay within the designated work area.
- 4.4.5. Participants must submit a brief description of the massage (including type and a short methodology) one week before the Championship, by **September 26, 2025**. The information must be in English and submitted through the application form:

<https://forms.gle/1j1i4qNiLXZQ1yWTA>

5. Evaluation Procedure and Criteria

5.1. Each part of the program – Classic Massage and Freestyle Massage – will be evaluated separately.

5.2. CLASSIC MASSAGE EVALUATION CRITERIA:

- 5.2.1. Compliance with hygiene rules and professional appearance;
- 5.2.2. Preparation of the workstation for effective performance;
- 5.2.3. Preparation and positioning of the model; communication with the model;
- 5.2.4. Ergonomics of the massage therapist;
- 5.2.5. Execution and accuracy of classical techniques; adherence to order and direction;
- 5.2.6. Adherence to the time limit (30 minutes).

5.3. FREESTYLE MASSAGE EVALUATION CRITERIA:

- 5.3.1. Compliance with hygiene rules and professional appearance;
 - 5.3.2. Preparation of the workstation for effective performance;
 - 5.3.3. Aesthetic presentation of the massage program;
 - 5.3.4. Adherence to professional etiquette;
 - 5.3.5. Safety, purposefulness, and relevance of the chosen massage or SPA program;
 - 5.3.6. Completeness, originality, and composition of the massage or SPA treatment;
 - 5.3.7. Adherence to the time limit (40 minutes)
- 5.4. An international jury will evaluate the Championship – five jury members (two from Latvia and three delegated by the International Massage Association).
- 5.5. Evaluation will be based on the point system set by the International Massage Association.

6. Results and Awards

- 6.1. Results will be announced at the end of each Championship Day.
- 6.2. The top three participants in each category – Classic Massage and Freestyle Massage – will be awarded.
- 6.3. Special recognition awards will be presented in various categories, such as audience favorite, best aesthetic presentation, best ergonomics, etc.
- 6.4. All participants will receive certificates of participation.
- 6.5. Continuing education points will be awarded to medical practitioners for participation, as approved by the Association of Medical Practitioners of Latvia.

7. Registration and Participation Fee

- 7.1. Registration is open until **September 19, 2025**, via the college's website by filling out the online form: <https://forms.gle/uGY3hHpKP8HhLuKF8>
- 7.2. The participation fee is based on the chosen activity and must be paid by **September 26, 2025**.

8. Championship Supporters

- Jūrmala State City Municipality;
- Association of Latvian Masseurs;
- Ltd. "GMT Beauty Trade".