



## **The Massage Championship of the Nordic Countries 2026**

### **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 23 to October 24, 2026, 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 – 23.10.2026. |                                                               |
|-----------------------------------------|---------------------------------------------------------------|
| 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 – 24.10.2026. |                                                                    |
|-----------------------------------------|--------------------------------------------------------------------|
| 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                                                     |

*\* The organizers reserve the right to make minor changes to the program.*

#### 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 **October 16, 2026**. The information must be in English and submitted through the application form:

<https://forms.gle/chLU3mPWXEZvMp3TA>

## **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 **October 9, 2026**, via the college's website by filling out the online form: <https://forms.gle/5tKSvUYa7D1qWeFD9>
- 7.2. The participation fee is based on the chosen activity and must be paid by **October 16, 2026**.

## **8. General sponsor:**

- GMT Beauty Trade LLC