

Host an Open House for Massage Therapy Awareness Week

One way you can celebrate Massage Therapy Awareness Week this year is to host an open house at your clinic! This is a great way to spread the word about the diverse benefits of massage therapy and help attract and retain patients. Even if you don't own the clinic, or if it is a multidisciplinary clinic, it is a great way to highlight the whole clinic to your community. It might feel daunting to host an event, and you may not know where to start, so we've provided some guidance below that will help you host an event between October 19-25, 2025 to celebrate Massage Therapy Awareness Week.

Determine your audience and your goals.

You can't reach everyone, so you should target the people you think might be most interested in hearing about the benefits of massage therapy from your clinic. Here are some factors to keep in mind:

- Consider the demographics of your patients and the most common conditions you would see and what promotions would be the most appealing to them.
- Determine what you're hoping to achieve, and what audience will help you achieve that.
- Beyond celebrating Massage Therapy Awareness Week, you may want to focus on a specific benefit of massage therapy, attracting new patients, retaining current patients, or a combination of goals.
- You should consider hosting the event at a time of day that would be most appealing to your audience based on when they are normally available.

Promote the event

There are various ways you can promote the event, which should be based on what your identified audience would respond to, and which could include:

- Event information on your website.
- Signs in your clinic.
- Emails to all your current patients.
- A mention of the event at the end of every appointment.
- Use your social media channels to reach a wider audience.
- Ask your current patients to share the invite with their friends and family.
- Partner with local community groups or business directories.
- Partner with local businesses such as gyms or yoga studios for cross promotion.
- Set up an event on websites like Eventbrite, which gives you an easy free event link to share and can give you a better idea of attendees if you encourage people to register.

The RMTAO also has an example invitation that you can use as inspiration for designing your own invitations with your own clinic information.

Set up your space

Prepare your clinic for the event to make sure you make the right impression by:

- Ensuring your space is clean, inviting and reflective of the brand you want to convey.

- Including music reflective of your clinic environment.
- Having adequate comfortable seating.
- Showcasing promotional materials the RMTAO has including [posters](#), [brochures](#), or [infographics](#), or use your own materials.
- Planning to offer short tours of your treatment space and/or short 5-10 minute demo massages on a first-come-first-served basis.
- Making sure you have business cards that people can take with them, with clear information on how to book an appointment if interested.

Determine what you'll do at the event

Your event will be more successful if you have a plan for activities that will be included in the event. Some potential activities include:

- A brief talk about the diverse benefits of massage therapy. The RMTAO has a [presentation](#) you can use to help you share this information with your audience.
- A raffle for a small prize, with signing up for your mailing list as the requirement for entry.
- If you're in an environment with multiple RMTs, host "meet the RMT" sessions where attendees can chat one-on-one with the RMTs in your environment.

Consider Your Budget

There are some things you may want to budget for to make the event a success. This could include:

- Printing any flyers, handouts or posters.
- Purchasing food, such as coffee and snacks.
- Purchasing decorations like balloons and signs.
- Swag that you can give away.
- Paid advertising.

Make sure you're prepared

Below is a checklist you can use to make sure you have completed all your last-minute preparations. One to two weeks before the event is a great time to make sure you have completed all your last-minute preparations.

- ☐ Send a reminder email to your current patients, as well as anyone who pre-registered for your event to make sure they're aware of all the event details.
- ☐ Put a countdown on your social media channels to remind people of the day and get some last-minute interest.
- ☐ Determine your role and the roles of the other staff at the clinic for the day of your event. Some roles you will want to fill are:
 - ☐ Someone to give clinic tours
 - ☐ Someone to provide demonstrations and answer questions
 - ☐ Someone who can make presentations about massage therapy
 - ☐ General floaters to help guests when needed

- ☐ Walk through the expected flow of the event, role playing scenarios you think guests might encounter.
- ☐ Test any audio-visual equipment you might be using and print anything you need printed for the event.

Considerations for the Event Day

Below is a checklist you can use on the event day:

- ☐ Arrive well before the event, so you can decorate and place signage.
- ☐ Set up a registration table, so there is a clear place for guests to be welcomed to the event.
- ☐ Be mindful of smiling and being approachable.
- ☐ Encourage guests to book an appointment and be open to feedback.
- ☐ Take photos throughout the event (with permission) and post live on your social media channels to maintain the excitement.

Regardless of your role at the event, be prepared to discuss the benefits of massage therapy with guests and answer any questions they may have.

After the event

Below are some things you can do after the event to ensure it remains successful.

- Send a follow-up email to everyone who registered for the event, thanking them for attending
- Share photos from the event with attendees in this email.
- Also include a link to your clinic's booking system, encouraging anyone who needs it to book an appointment.
- Have a debrief with your team, talking about what worked well at the event, and what you'd like to change for next year.

Conclusion

This is just an overview of the way an open house event can work during Massage Therapy Awareness Week. You should make your own adjustments, and plan your event based on your own clinic environment and your own circumstances. This is just one of the ways you can celebrate Massage Therapy Awareness Week, and we encourage you to keep an eye on RMTAO communications for more ideas. If you need any additional support, you can contact the RMTAO at info@rmtao.com and we'd be happy to help!