

Here's What Australian Doctors Experienced At The Alma Academy in Dubai

A grand trip to end the year that was with Alma Lasers Australia.



In what was one of the most exciting meetings of 2022, Alma Academy hosted by Alma Lasers Australia brought together thirty practitioners in Dubai at the prestigious Hyatt Regency. The two-day conference was filled with educational content, interactive discussions, expert panels, live demonstrations, networking opportunities, whilst providing a large variety of entertainment, which started pre-departure as Alma sent a team of flight attendants to hand deliver Alma Academy passports to selected practitioners around Australia.

At the sold out 2-day educational event, attending delegates immersed and engaged in interactive discussions with Alma's diverse group of aesthetic experts sourced internationally, including leading Dermatologists Dr Ofir Artzi, Dr Jeffery Hsu, as well as Australia's Prof AM Greg Goodman and Dr Saleem Loghdey, who both presented on the Alma Hybrid. "Alma Hybrid is easy to use, offering relatively quick treatments with good patient satisfaction," said Prof Goodman. Dr Natasha Cook, who attended the Alma Academy as a delegate, added, "it's highly effective and offers superior results whilst less painful and with less downtime than comparative devices."

Australian leading Dermatologist Dr Davin Lim also shared his marketing tips and tricks at the event to master brand awareness through 2022 via platforms such as Instagram and TikTok. In addition, delegates also received a sneak peek of the new Alma Duo, a revolutionary new men's treatment using focused low-intensity extracorporeal shock wave therapy to restore sexual performance.

Participants had access to a variety of live-demonstration sessions, new marketing and business insights and received exclusive offers on the Alma device range – all integrated with fun activities and leisure in one of the world's most popular cities. Social events included a welcome evening by the Hyatt Regency pool and an incredible All White Desert Party, themed 'Caravan Serai', which reflected the cultural heritage of the area. Then to top it off, the Gala dinner was hosted at the Armani Ballroom within the Burj Kalfia, with breathtaking views of the starlit city of gold, Burj Kalifa and the water fountains.

Attendees of the Alma Academy were thrilled with the mastery event, with exceptional feedback provided, a common mention amongst delegates was that they each found a new technique, skill, or device that they could take back to their practices and introduce to their patients.

The next Alma Academy is not to be missed, and will take place on the 4th-7th May 2023, hosted in Italy. 🍷

The Annual Alma Academy Goes Italy!

At the Alma Academy, the motto is 'knowledge is power', and the Alma team is proud to offer their clients a unique educational platform. They're excited to invite you to their Annual Alma Academy, this year, at the fabulous Lake Maggiore, Italy. Join them for an exclusive educational event that will have you mixing, mingling, and engaging with the best of the best!

At this annual event, you will be able to learn all you need to strengthen your professional skills, as well as better market and grow your business. Alma will provide a variety of devices and live-demonstration sessions so that you can really get a feel for how everything works in practice. Furthermore, they have invited some of the world's leading aesthetic experts who are available to share their knowledge and insights with attendees. Of course, there are plenty of fun activities planned, such as sightseeing tours around Lake Maggiore or culinary experiences in its amazing restaurants. Plus, there will be exclusive sales offers available only to participants!

For more info about Alma Academy Italy, contact the Alma Lasers Australia marketing team at julia.yan@alma-lasers.com.au or katelyn@alma-lasers.com.au