

# Elaine

hosts the BABTAC and CIBAC awards 2106



The BABTAC & CIBTAC AWARDS 2016

## LICENCE TO CELEBRATE

*The BABTAC & CIBTAC awards 2016 was the biggest in the event's history with more than 300 people gathering to celebrate the industry at a James Bond-themed evening. VITALITY'S managing editor LOUISE BIRKETT reports...*

**I**t was the best of awards; it was the proudest of awards and it was probably the loudest of awards too as finalists, sponsors and guests gathered under the Hurlingham Club's glass ceiling to celebrate their success.

While the official theme of the evening was James Bond, the spirit of the evening was taken over by another theme: the importance of therapists' skills and the way

they boost clients' confidence. For many people in the room there has been a long-held belief that the level of skills therapists possess should be recognised beyond the industry. As the night went on it felt as if a new determination to achieve this belief was taking hold.

Partly it was down to the choice of host. Elaine Stoddart, who has spent many years as a BABTAC expert advisor, is renowned

for her determination to improve standards and enhance therapists' education across the industry.

Partly it was down to Ian Daniels from Look Good Feel Better, BABTAC's chosen charity, who not only played a video that showed what impact beauty has on cancer patients but brought along Jeanette Keyes to talk about her experience.

AWARDS

