

NOT YOUR AVERAGE University

Cutera University 2021 was a big success, here's our full recap.

It is no small feat to attract more than 200 delegates to a physical event in this not-quite-post-pandemic world we live in, but that is exactly what Cutera University Clinical Forum did back in May, just days before yet another lockdown would see Melbourne come to a halt. Team SPA+CLINIC was there to experience two and a half days of education, connection, and entertainment.

The conference started with Welcome Drinks at W Hotel Melbourne's poolside bar. Clinicians, doctors, and aesthetic professionals from all over Australia enjoyed drinks and nibbles while catching up on what the past 14 months had been like for them. There was a palpable feeling of relief and gratitude that the Australian aesthetics industry was mostly bouncing back relatively quickly after months of lockdown, as well as happiness about the fact we could all gather in a somewhat carefree and not so socially distant manner. Upon registration, people could choose a green sticker if they were happy to shake hands, or a red sticker if they felt more comfortable to keep a distance. After a quick 'hello' from Cutera's GM Brett Elliott, guests were surprised by an in-pool performance by synchronised swimmers.

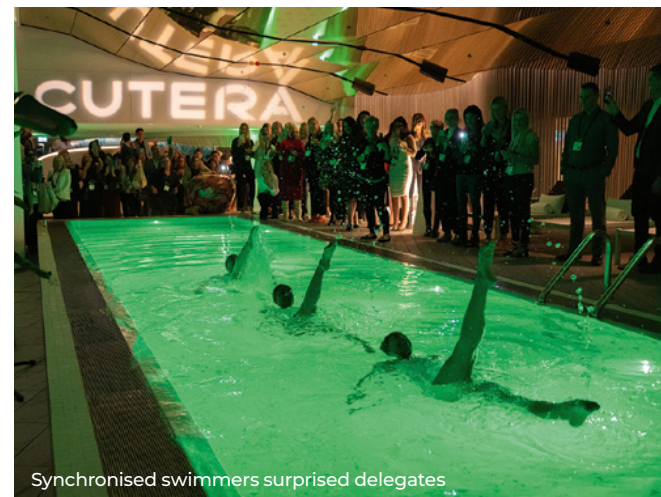
Saturday was packed with educational sessions by some of the industry's biggest names, among them Prof Greg Goodman,



Prof Greg Goodman



The Cocktail Party at Bond Bar



Synchronised swimmers surprised delegates

Dr Sean Arendse, Dr Roger Bell, Dr Ryan de Cruz, and Crystal Patel, RN. Topics included the latest developments in body sculpting, how to get the most out of your laser, and how to conduct the perfect patient consultation. The coffee and lunch breaks throughout the day were welcomed by all as an opportunity to network and get those selfies in front of the media wall. Delegates received goodie bags including reusable water bottles and, of course, a copy of SPA+CLINIC magazine.

Cutera also had two treatment suites set up where clinical trainer Danielle not only offered treatments, such as truSculpt iD, truSculpt flex, and excel V+ to delegates, but she also live streamed some of them to the big screen making it possible for all attendees to get a close look at the treatments on offer. The always professional Clinical Imaging team snapped photo and video footage of everything that was going on, and also offered to take professional head shots of delegates.



The Cutera team at the VIP Cocktail Party



Cutera Drinks were served



Skin Angel's Angelina Veljanoski and SPA+CLINIC Editor Nadine Dilong



The goodie bag included SPA+CLINIC magazine



SPA+CLINIC's Kym Cowper with Cutera GM Brett Elliott



Treatments demos were performed all weekend

The highlight of CUCF for many was the Cutera VIP Cocktail Party held at Bond Bar. Delegates donned their finest black tie outfits and were clearly chuffed to dress up after a year without events, and were greeted with customised Cutera cocktails and a green and gold Cutera balloon media wall. A DJ and live saxophone player provided party tunes which kept guests on the dance floor all night.

Sunday offered more opportunities to learn with sessions running all morning and some of the afternoon, this time focusing on multi-modality platforms, muscle stimulating devices, and the treatment of melasma. The conference concluded with closing comments from a clearly relieved and happy Brett Elliott, who explained Cutera's commitment to long-term partnerships with clinics.

CUCF 2021 was an impressive event, organised by the fantastic team behind Cutera and by the always amazing team at The Production House Events. We can't wait until next year to do it all again. 🍷