



Event Program
17 October, 2019
Carriageworks, Sydney



MFA EX – DAY PLANNER

7.30am Registration desk open

8.30am **MORNING** sessions start

10.40am Morning tea

11.10am **LATE MORNING** sessions start

1.15pm Lunch

2.05pm **AFTERNOON** sessions start

4.00pm MFA EX close

Important planning information:

- Please ensure that you arrive early to allow time for registration, for an 8.30am start. We have 1500 people attending MFA EX and therefore expect some registration delays.

Motivation, Mindset and Attitude - Part 1

In an increasingly digitally focused world, we will explore the power of the essentially human attributes of Mindset, Motivation and Attitude in making a difference. Including how increasing your self awareness and self-confidence enables you to have greater control over your behavior and results. We explore strategies and tools that focus on the mindset required to consistently perform at your best.



Ken Allen

phuel

Presented by

ATOMIC 212°

Smarter, Faster, Accountable... Unpacking the Bite of Automation.

The rise of automation in agencies and the impact on our work, structures and ultimately the people. 'What does an automation enabled results driven agency look, feel and behave like?



Moderator:

Carolyn Maloney

People & Culture Director
Atomic 212°



Aaron McEwan

HR Advisory Leader
Gartner



Alison Earl

Speaker, Author and
Trainer



Elias Lattouf

Agency Lead
Google

Presented by

**OUTDOOR
MEDIA
ASSOCIATION**


Moderator:
Brent Smart,
CMO, IAG

From OOH to GO: Industry leaders share their vision for the future of Outdoor

IAG CMO Brent Smart will put the spotlight on Out of Home advertising effectiveness, leading a panel of industry experts to tackle the burning questions from digital measurement to industry standardisation and what's on the horizon in the next five years.



Brendon Cook
CEO, oOh! media



Kirsty Dollisson
Managing Director,
TorchMedia



Steve O'Connor
CEO, JCDecaux



John O'Neill
CEO, QMS Media

Presented by

groupm

Sharing lessons in effective innovation

Dr Nguyen will guide the audience through both the disruptive challenges and the exciting opportunities we face, and how these will enable people to better connect and communicate in our rapidly evolving world.

Dr Jordan Nguyen, a young biomechanical engineer and Australian of the Year Finalist (NSW), will share his incredible journey from university student to world changer. When he almost broke his neck diving into a swimming pool, Dr Nguyen went on to invent a mind-controlled smart wheelchair for high-level physical disability, and through his social business Psykinetic has since developed a wide range of inclusive technologies.



Dr Jordan Nguyen

Presented by



Moderator:
Sherilyn Shackell
 CEO
 The Marketing
 Academy

Why "the whole self" is greater than the sum of all parts

It's often said that a company's people are its greatest asset. And yet the retention of top talent in the media and marketing industries remains a challenge. In this session, a panel of industry leaders will explore how having the right people-focused culture can directly translate into commercial success for businesses, and the much broader positive impact it can have on a society.

Panelists:



Nick Cummins
 Creative Partner
 The Royals



Melina Cruickshank
 Chief Marketing Officer
 REA Group



Andrew Oughton
 Marketing & Innovation
 Director AUS, Diageo



Pauly Grant
 Chief Talent Officer
 Publicis Groupe

Presented by



Joe Lunn
 Chief Strategy Officer
 Mindshare

The Curse of Data: overcoming short-termism with dual-speed strategies

Daniel Kahnemann, the nobel-prize winning behavioural economist, wrote about thinking 'fast and slow'. To deliver enduring effectiveness in today's media landscape we need to embrace 'strategy, fast and slow'. In a data-rich world, it's easy to focus on the fast, quick wins and planning to the metrics we can easily measure.

In this session, speakers from across the industry will showcase best practice examples from the MFA Awards finalists, sharing their insights into how to deliver effectiveness in both the short and the long-term.

Presented by



Hearts & Science



Jeremy Bolt
 CEO
 Hearts & Science

Are we pitching or are we lying to ourselves?

Complexity is increasing, agency costs are rising, but fees are only going one way. While agencies are typically asked to present digital transformation, strategic thinking measurement, agile processes, transparency and data-driven everything, the most important driver of a pitch outcome often comes down to a pricing sheet and the fee proposal.

One of the biggest lines in a company's P&L is entrusted to the lowest tenderer, what could possibly go wrong! Who do YOU think will incur the most harm?

Jeremy explores how we can all play a part in changing the narrative and the perception of our industry and be valued accordingly. Jeremy is not a media native, he comes from a commercial and management consulting background having spent 9 years with Deloitte and 6 years running his own agency prior to joining Omnicom.

Presented by



Stay or stray

A live, interactive social experiment to seek answers for our industry's high churn rate.. This session will measure the cumulative effect of common happenings in agency life, both negative and positive, on people's decision to stay or stray. Importantly, the insights generated from the audience of 1500 people will be built into an open-source platform for the entire industry to use in 2020, becoming a tool for continued analysis and insight.

Speakers:



Scott Laird
 National Director,
 People & Culture
 Initiative



Dr Laura Kirby
 Organisational Psychologist



Sam Geer
 Chief Strategy Officer
 Initiative

Industry trade press, friend or foe?

The Australian Industry Trade Press is a cluttered and highly competitive market. We often complain that in order to survive, the Australian Trade Press focus on generating click bait through negative stories, creating controversy and anonymous and sometimes toxic commentary – but is that a fair assessment? This session will assess how our Trade Press stacks up against other markets and how we can work together to lift the quality of discussion in the public arena.



Moderator:
Megan Brownlow,
MFA board director

Speakers:



Paul McIntyre
Executive Editor
Mi3



Tim Burrowes
Founder
Mumbrella

Killer Questions

There is no such thing as a stupid question – or is there? In this session we ask you – the audience – to put your hard hitting questions to some of our industry leaders and MFA board director representatives.



Brett Dawson
CEO
Bohemia Group



Melissa Fein
CEO
Initiative



Henry Tajer
CEO
Dentsu Aegis Network



Toby Barbour
CEO
Publicis Media

Motivation, Mindset and Attitude – Part 2

We will revisit the power of the essentially human attributes of Mindset, Motivation and Attitude over results. And put the strategies and tools that focus on the mindset required to consistently perform at your best - to the test, live in front of 1500 people!



Ken Allen

phuel



Throughout the day four rising stars of our industry with less than 15 years experience will share their point of view and inspire our industry to rethink the way we do things to deliver greater effectiveness.

How data privacy is changing customer centric marketing

Data really powers everything that we do....., so let's do the right thing.



Suryabala Shenbagamurthy
Performance Manager, IKON



Chloe Hooper
National New Business &
Marketing Director, PHD

Are you R&Dy?

Putting Australia on the map for media-innovation. An industry-wide solution to investing in R&D.



For more effective media planning we need to stop hiring media planners

What would happen if media agencies enforced a ban on hiring caucasian graduates? An exploration of initiatives our industry could use to benefit from the 'edge effect'.



Thomas Davies
Strategist, Mindshare



Georgina Debenham
Planning Manager, PHD

A passionate case for the side hustle

How the side hustle can unlock intrinsic motivation that carries into your 9 to 5 and positively impact on the broader business.



Industry leaders feel the heat in the Leader in the Hot Seat interviews. In 1 : 1 interviews throughout the day they will be asked the hard hitting questions about the future of our industry and their roles within it, to give you a perspective from an advertiser, media agency, agency holding group, a media owner and procurement..



James Warburton
CEO



MFA Chair
Peter Horgan
CEO



MFA director
Katie Rigg-Smith
CEO



Brent Smart
CMO



Peter Cornelius
Managing Director



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Thursday 17 October, 2019
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