

mFA 20
EX 26

X
INSPIRATION
X

CALL FOR CONTENT

WE ARE
the changers

What is Inspiration X?

Inspiration X is a dedicated MFA EX content stream to give emerging talent in the industry, with **less than 8 years** industry experience, the opportunity to present on stage at MFA EX and showcase their ideas and insights to their industry peers.

What is MFA EX?

MFA EX is the one day our entire industry hits pause — so we can reset, rethink, and reignite our drive for effectiveness. It's a day to challenge ourselves, break new ground, and step boldly into the future, because real impact comes not just from what we do, but why and how we do it.

At MFA EX, we reconnect, we listen, we get inspired. We hear from powerful voices, industry leaders, and changers, all united by a shared mission: to make our industry better, stronger, and braver.





REWIRED FOR CHANGE

Our world has entered a new era.

One defined by breakneck evolution in intelligence, capability and creativity.

Imagination is being supercharged by AI, culture is being rewritten by audiences in real time, and entire industries are advancing faster than the systems built to serve them.

The rules we play by today were written for a different world and
it's time we wrote the rules of tomorrow.

At MFA EX '26 we're calling for the industry to come together to unlearn the ways of the past, unearth the opportunities of the future, and ultimately unleash our full potential.

Because when we rewire our thinking,
we don't just keep up with change ...we become it.

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Swipe Right for Consumer Insight: Why Dating Apps are the Ultimate Focus Group

Annika Barrett, Senior Strategy Director, Carat

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Are we growing in the right direction? A Fresh Eyes Perspective

Ashley Hill, Media Coordinator, Match & Wood

[VIEW THIS SESSION HERE](#)



Data and Dragons

Florence Gleeson-Cook, Business Manager,
Slingshot Media

[VIEW THIS SESSION HERE](#)



What Can We Learn from Ginger Spice leaving the Spice Girls?

Brad Szmernling, Associate Investment Director,
Media, CHEP Network

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Content Track 1

OUR CRAFT REWIRED

Media is one of the fastest-moving industries, and standing still is not an option.

To stay ahead, we must embrace new ways to elevate our craft—driving greater cultural, consumer, and commercial impact.

Each year, we seek bold ideas and tangible solutions that challenge the status quo and push our industry forward.

See how other Inspiration X presenters have rewired our craft [here](#).

Content Track 2

OUR PEOPLE REWIRED

Media is powered by people.

To thrive, we must challenge outdated norms and reimagine how we support, develop, and inspire those who drive our industry forward.

Every year, we look for transformative ways to reshape the media workplace, enhance industry culture, and strengthen relationships – within team, with clients, our media partners, and with the public.

See how other Inspiration X presenters progressed our people [here](#).

Content Track 3

THE WORLD REWIRED

Media holds immense power to influence corporate behaviour and consumer culture. **We are The Changers!**

These sessions will explore bold, innovative ways to harness that power for good—reshaping society, redefining sustainability, and ensuring that we leave the world better than we found it.

This is not a moment; it's a movement. See how other Inspiration X presenters rewired the world [here](#).

THE BRIEF

We're igniting a movement—one that's bold, dynamic, and future-focused.

This is your moment to get **Rewired for Change**: to think differently, act courageously, and power up the next era of our industry.

We're looking for energising, interactive content that sparks curiosity, fuels innovation, and inspires action. The more you connect and engage your audience, the greater your impact.

Content that challenges convention, empowers people, and transforms mindsets will shine—because when we're Rewired for Change, we don't just adapt to the future... we create it.

- ⚡ **Collaborate** - connect with peers and spark bold ideas
- ⚡ **Inspire pride** - in our power to be the changers
- ⚡ **Be interactive & inclusive** - wherever possible
- ⚡ **Reflect industry trends** - current, emerging or future
- ⚡ **Rewire our brains** - with new and provocative perspectives
- ⚡ **Be engaging** - entertain and challenge behaviours
- ⚡ **Be bold**- have a sense of fun, theatrics and storytelling
- ⚡ **Offer key takeaways** - with practical applications
- ⚡ **Fit**- within the 4 minute allocation

- ⊘ **No sales pitches** - MFA EX is about industry impact, not promoting an agency, channel, tool, or service
- ⊘ **No plagiarism** - celebrate original thinking
- ⊘ **No death by PowerPoint** - visuals support, not dominate
- ⊘ **No confidential information** - respect industry boundaries

Who can submit Inspiration X content ideas?

Inspiration X is open to individuals working at MFA member agencies in Australia, **with 8 years or less industry experience**. Inspiration X sessions can be submitted/presented by a solo speaker or a team of two.

If submitting in a team of two – you do not need to be from the same agency, however both presenters must work at an MFA member agency. We encourage all entrants to discuss their entry with a senior representative in your agency who can provide support and mentorship if your entry is successful.



Content Submissions

Submit your content as a **2 minute video** online at <https://mfaex.awardsplatform.com/>

Videos can be uploaded in .mp4 or .mov format. You can also share a link from YouTube, TikTok, Vimeo, or Instagram Reels—just make sure your video is public and won't expire before 18 June 2026. **Not keen on being on camera?** No worries! You're welcome to get creative with voiceovers, animation, visuals, or even a single powerful image—your message matters most.

An independent panel of industry representatives will curate the submissions to ensure a varied and inspiring MFA EX agenda for everyone, with a fair and inclusive selection process. Videos will not be judged on production value —content is everything. Curators will be selecting content based on;

- The strength of the idea
- How well it meets the brief
- Does the idea and format convey the fun and dynamism of our industry?
- Is it inspiring, challenging, and educational for the audience?
- Will it rewire our industry?
- Does it demonstrate **We are The Changers?**

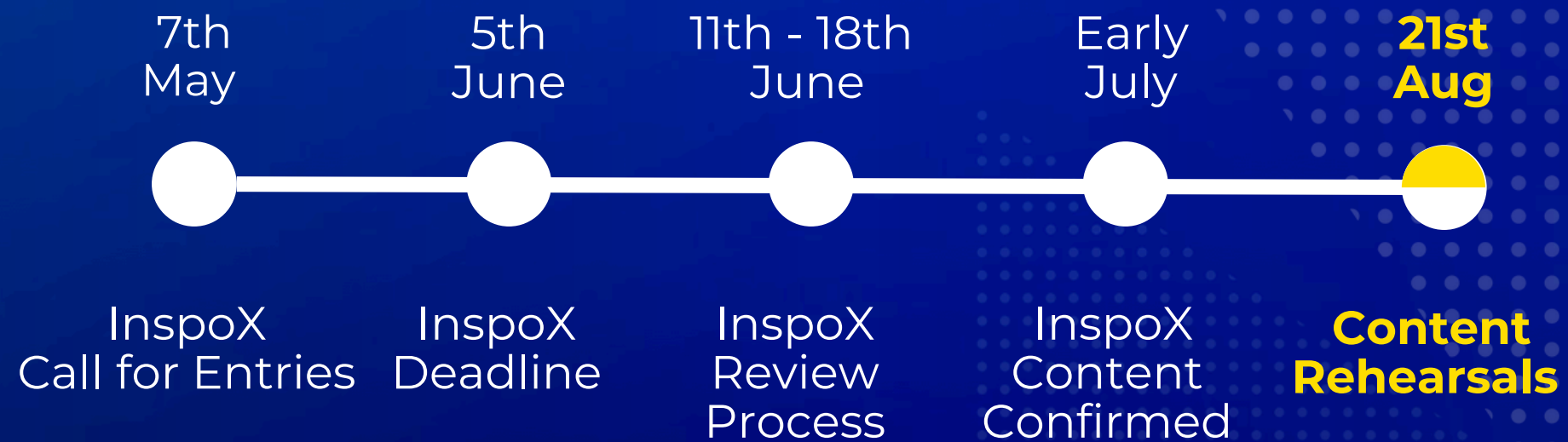
Ask a senior leader within your agency to review your session idea(s) before recording your video/audio. They will help you refine and develop your idea(s). If you are unsure who to approach, email us on hello@rareproductions.com.au and we can link you with a mentor.



**Eat Risk For Breakfast - Weird Partnerships
And Why They Work**

Jennifer Lohan, Communications Executive,
Match & Wood

[VIEW THIS SESSION HERE](#)



How to Enter

- Open to individuals or pairs with **less than 8yrs industry experience**
- Submit a **2 minute video** of your content idea
- Videos files can be uploaded as a mp4 or .mov file or hosted on YouTube, TikTok, Vimeo or Instagram reels.
- Ensure your **video is set to public** and will not expire before June 18.
- **Submissions open** on May 7
- All content and videos to be submitted via the **online platform** before 5pm on June 5

Please take a note of the dates above. If your content is selected for stage you will be required to participate in the MFA EX content rehearsals.



**How the All Blacks Inspire Elite Team
Performance**

Christian Rossi, Partnership Planning Manager, UM

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Are you ready?

✉ hello@rareproductions.com.au

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