

MFA EX INSPIRATION X CALL FOR CONTENT IDEAS

the changers
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What is MFA EX?

Our industry purpose is to influence change, for society, for the economy, our clients, our agencies, our people, and our careers. [We Are The Changers!](#)

MFA EX is a day where the media agency industry stops - to educate, challenge, and inspire each and every one of us to drive an effectiveness culture in everything we do, and thus continuing our mission to deliver our industry purpose. It is not just about what we do, but why and how we do it.

And there's no better way to be re-inspired and reminded about everything that is great in our industry and our ability to make change, than by re-connecting with industry peers and hearing from amazing speakers, all with the common purpose of making our industry better at what we do. In 2022 more than 2,500 of the media agency industry came together at MFA EX in Sydney and Melbourne – and MFA 2023 will be even bigger!

MFA EX Melbourne will take place on Tuesday 5th September at MCEC, and MFA EX Sydney will take place on Thursday 21st September at Randwick – save the dates!

What is Inspiration X?

Inspiration X is a dedicated MFA EX content stream to give industry rising stars (those with less than 15 years industry experience) the opportunity to present on stage at MFA EX and showcase their ideas and insights to their industry peers.

THE INSPIRATION X CONTENT BRIEF

As the title suggests, we're looking for presentations that will inspire the media agency industry to be better. Successful applicants will need to submit a presentation synopsis that clearly demonstrates positivity, provocation, and, most of all, passion.

What topics are we looking for?

As a starting point, consider the MFA Content Pillars. Inspiration X content is not limited to these pillars, but they might provide some guidance.

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1. Performance: How can we best deliver work on behalf of our clients that will maximise media and marketing effectiveness and influence change? (NB this is not just about Performance Media, but the contribution of *all* media to clients' success)
2. People: How can we attract, keep, and inspire the best talent pool of people working in our industry?
3. Improved processes: How can we work smarter to be more effective and efficient?

You are encouraged to bring a fresh perspective to the above questions that will **influence and inspire new thinking** and industry behaviours. Content should reflect current, emerging and future industry trends.

For further guidance, here's a selection of the broad range of topics covered by previous Inspiration X speakers:

How data privacy is changing customer-centric marketing	Putting Australia on the map for media innovation with R&D
Embracing diversity in hiring to benefit from the 'edge effect'	How charity side hustles unlock motivation and benefit your business
Inventing connections that produce human outcomes	Crimes against creativity that stop us getting creative work across the line
The tenure equation to happiness	How the All Blacks inspire elite team performance

What's the brief?

MFA EX Inspiration X content

You have **4 minutes** to inspire, educate and challenge the entire industry on one of the above themes. How you do this is completely up to you and your creativity.

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What's the content format?

What we learnt in 2022 is to ensure a mix of formats across the day, everyone likes fun and some theatrics, keep it simple - don't build in too many elements, authentic storytelling can be extremely powerful and strict time keeping is crucial.

You can view the 2022 [Sydney](#) and [Melbourne](#) event agendas, or view a snippet of the event [here](#).

Your content idea and format should....

- Convey and instil pride that working in our industry gives us power to be The Changers
- Be interactive and inclusive wherever possible
- Reflect current, emerging or future industry trends
- Provide new and/or provocative perspectives
- Motivate and inspire people to change their thinking or behaviour
- Be of interest or value to the industry
- Be single-minded
- Be engaging/entertaining – conveying the fun & dynamism of our industry

Your content idea and format should not:

- Be selling something – MFA EX content sessions are not a sales pitch (e.g., selling an agency, channel, tool or service). This is one of MFA EX's key points of difference which came out strongly in media agency attendee feedback.
- Be death by PowerPoint
- Contain confidential information
- Take the work of another agency/individual/business and pass it off as one's own

Who can submit Inspiration X content ideas and present on stage?

Inspiration X content submissions/presenters on stage are open to individuals working at MFA member agencies in Australia, with 15 years or less industry experience. Inspiration X sessions can be submitted/presented by a solo speaker or a team of two.

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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.

NB: the agency is responsible for covering any production expenses over and above the standard event set-up.

Content submissions

Submit synopsis online at <https://mfaex.awardsplatform.com/>

What is the content selection process?

Content submissions will be assessed and selected by an independent panel of industry representatives to ensure a varied and inspiring MFA EX agenda for everyone and a fair selection process. Content is selected 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 influence change in what the audience thinks, feels or does?
- Does it demonstrate or rally We Are the Changers?

How do I enter & timelines?

All content ideas are to be submitted online via the MFA EX Content platform [here](#) by **COP on Tuesday 4th April**. Submissions to be provided in video format and/or written script. If recording a video submission, you should present direct to camera during the video, and the videos should be no longer than 4 minutes. Content can be supplemented with visuals (interstitial slides, whiteboard, props etc). There will be no penalty for low quality video production or editing skills, it is the content that counts.

Successful entrants will be informed in early June and content builds/feedback from the selection panel will be provided.

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A bit more about MFA EX

MFA EX is Australia's largest media agency conference, dedicated to inspiring and educating our industry to deliver greater effectiveness and ultimately create more value for our clients. Content rehearsals will take place in late July/early August.

MFA EX represents 'media for all', positively impacting the entire industry, not just a select few. MFA EX is accessible for everyone, every level, every function, with MFA member agencies are once again 'shutting their doors' for the day, so that everyone in the industry has the opportunity to participate. MFA EX is a forum for media agencies, media publishers, suppliers, and client peers to come together to learn and be inspired on media marketing effectiveness.

To view the Inspiration X sessions from 2022 click the below links.

[Remi Baker – Crimes Against Creativity](#)

[Liz Penton – Humans, We Have a Problem](#)

[Christian Rossi – How the All Blacks Inspire Elite Team Performance](#)

[Caitlin West – The Tenure Equation to Happiness](#)