



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!

THE CONTENT BRIEF

What are we looking for in your content idea?

Through the MFA EX content we want to **put a spotlight** on the areas of **positive change** in our industry and provide the inspiration to take action!

We want to **influence and inspire new thinking** and industry behaviours by providing new and/or provocative perspectives. We want **aspirational and motivational** content delivered in a way that conveys the **fun and dynamism** of our industry. **Interactivity** should be incorporated wherever possible and content that demonstrates or rallies our industry to be The Changers will be highly regarded.

Feedback from attendees in 2022 is that they want to see a mix of content; inspirational and motivational as well as practical applications to their roles with **key actionable outtakes** to help them be better at what they do, every day.

What content topics are we looking for?

Content should reflect current, emerging and future industry topics and trends and align to one of the three key MFA content pillars.

Performance: the value of our industry and the role we play in growing clients' businesses, e.g. client case studies, innovation in media, investing in brand building/economic downturns, impact of emotion, selling ideas, does brand purpose work, global effectiveness trends, impact of in-housing, what is the metaverse.

People: attracting, keeping, and inspiring the best talent pool of people working in our industry, e.g. diversity, wellbeing and mental health, embedding effectiveness cultures, authentic leadership, addressing the talent pool gap, a new focus on career development.

Improved processes: effective ways of working, tracking, and measuring for our clients, e.g. addressable advertising, impact of new privacy regulations, attribution in a post-cookie world, 'ditch the pitch', new measurement solutions, creative use of data, media planning for sustainability.

NB: the above examples are thought starters only and shouldn't limit your thinking.

What's the brief?

You have **15 minutes** to inspire, educate and challenge the entire industry on one of the above themes. This could include (but is not in any way limited to) inspirational keynote speakers or subject matter experts, interactive audience experiments, agency presentations, a fireside chat, case studies, industry collaborations – it is completely up to you, your agency, and your creativity.

What's the content format?

What we learnt in 2022 is: a mix of formats is needed across the day, involve the audience in the content as much as possible, everyone likes fun and some theatrics, avoid panels they are challenging to make engaging and actionable, 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](#).

There are no restrictions to the format of your session, so don't hold back on your creativity in how you want to inspire change e.g., interactive apps, Q&As, videos, game etc. *NB, there may be executional limitations due to venue, budget, technicalities etc.*

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 topics and trends, through one of our key pillars: *Performance, improved Process or People*
- 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 content ideas and contribute to the session?

MFA EX content is developed and curated by MFA media agencies – any individual or group who works for an MFA member agency in Australia can submit content ideas on behalf of their agency (there is no limit on the number of agency content idea submissions). We encourage agencies to consider including external perspectives and expertise as this can enhance credibility, provide new perspectives and entertainment (e.g., subject matter experts such as Behavioural Psychologists, Economists, Clients, Inspirational Speakers). However, this cannot be a sell. Agency collaborations are also encouraged. Media Owners can be invited to participate in an agency session, however, consultation with the MFA and approval will be required, to ensure event sponsor interests are protected and to avoid any channel sell and conflicts.

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

Content submissions

Submit a 400 word content overview online at <https://mfaex.awardsplatform.com/>

What is the content selection process?

MFA EX is designed to give everyone in our industry the opportunity to have their voice heard, from agency CEOs to the best young talent on stage sharing insightful, actionable points of view. This extends to hearing from the diverse mix of MFA member agencies; big, small, full-service, media and specialists, global, local, and independent media agencies. There are no commitments or guarantees of content on stage to any member, all content submissions are reviewed on their own merit only.

An independent panel of industry representatives will curate the content 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?

What is the content selection timeline?

All content ideas are to be submitted on the MFA EX Content platform [here](#) by **COP on Tuesday 4th April**. The submissions consist of a 400-word overview of your content idea, along with any proposed speakers. The MFA and a panel of curators will then review all content submissions. Successful agencies will be advised of any builds in early June.

What about MFA EX Inspiration X content?

Individuals (or pairs) with less than 15 years' industry experience will again have the opportunity to have their voices heard by presenting on stage to their industry peers at MFA EX. Inspiration X content submissions are open for individuals working at an MFA member agency, with less than 15 years' industry experience. You can download the Inspiration X content brief via the [MFA website](#).

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 once again 'shutting their doors' for the day, so that everyone in the industry can 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.

You can view some of the 2022 sessions here; [Data Wars - PHD](#), [Awaken Your Unconscious – Initiative](#), [First Nations Stories – OMD](#), [Learning from the Future – Dentsu](#), [Love is in the Ear – Havas](#).