

REGISTRATION & NETWORKING

WELCOME TO COUNTRY

Wurundjeri Elder, Uncle Ringo Terrick

WELCOME ADDRESS

Sophie Madden, CEO, MFA



NATHY GAFFNEY

MC



Nathy has an insatiable curiosity about what it is that makes human beings behave the way we do. As a lover of all things theatre, Nathy loves helping people find their music; The look on people's faces when it dawns on them that they are capable of so much more than they dared believe - is amazing. Nathy is the MFA EX energizer MC and will keep the day flowing and the audience engaged throughout.

AWAKEN YOUR UNCONSCIOUS

In this outrageously ambitious session, we will conduct a LIVE social experiment, where we will engage every single audience member to test how much unconscious bias exists within the industry, and examine the results live on stage for all to see.

SPEAKERS



(From left) **Sam Geer**, MD, Initiative, **Chris Colter**, Chief Strategy Officer, Initiative
With guest speakers from the MFA DE&I Council



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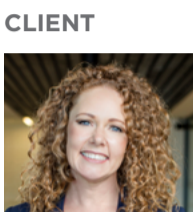
PRESENTED BY



CLIENT IN THE HOTSEAT

With Assia Benmedjdoub, AdNews

CLIENT



Lisa Ronson, CMO, Coles Group

LOVE IS IN THE EAR

How Sound Can Boost Brand Love

In this thought-provoking presentation, we will highlight the opportunity for brands to create long-term memories and a deeper emotional connection with their customers via their ears. With the boom in audio entertainment and the proliferation of voice-activated devices, this session is a must-hear for all Marcom professionals.

SPEAKERS



(From left) **Francis Coady**, CMO, Havas Media, **Ralph van Dijk**, Founder, EarDrum & Resonance Sonic Branding

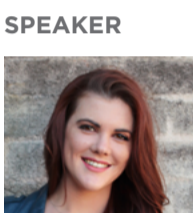
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THE TENURE EQUATION TO HAPPINESS

Flipping the focus from those that leave to those that stay to develop more effective retention strategies, and ultimately, a happier industry.

SPEAKER



Caitlin West, Connections Designer, Bohemia



AFTERNOON TEA & NETWORKING BREAK

EVEN THE BEST IDEAS ARE NOT EASY TO SELL

Most media practitioners have had great ideas rejected at some point in their career. Ideas that they have loved. Ideas that they have poured sweat into. Ideas that they have known in their gut are right and will move a client's business. Ideas their clients have loved. Why have these ideas not come into existence then? Great ideas get rejected all the time. To ensure they succeed takes hard work, perseverance and they need to promise believable business ROI. Great ideas need to be as hard as nails to get up and this requires hard work. This panel will explore what is needed to get great ideas across the line.

SPEAKERS



(From left) Moderator: **Gareth Nicholls**, Managing Director, UM Australia
Panellists: **Louisa Ross**, Head of Brand, HBF Health, **Kate Silver**, General Manager, Leo Burnett, **Ash Gilbert**, Group Director, UM Australia

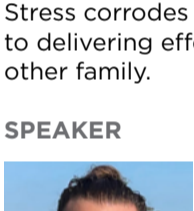
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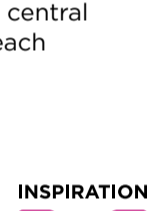
HOW THE ALL BLACKS INSPIRE ELITE TEAM PERFORMANCE

Stress corrodes performance and interferes with processes, but predominantly hurts our people. People are central to delivering effectiveness and client value: People become far more resilient to stress when they consider each other family.

SPEAKER



Christian Rossi, Partnership Planning Manager, UM



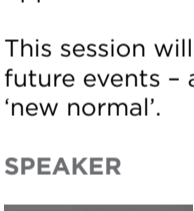
LEARNING FROM THE FUTURE

Marketers have always been captivated by the future, whether selling it—foldable phones and self-parking cars — or trying to interpret and predict it to gain a strategic advantage. But as innovation and disruption proliferate almost every aspect of our lives, trying to understand and invest in the distant future can often feel like a fool's errand.

What if there was a better way to think about the future? Not as a continuation of the past or present - but rather to describe a plausible future world, one sufficiently vivid to allow us to understand the problems, challenges and opportunities that such an environment will present.

This session will explore the relatively new scientific field of futurology – the recognizing and assessing of potential future events – and demonstrate how agencies can use it to better understand and prepare their clients for the next 'new normal'.

SPEAKER



Mark Byrne, Executive Director Digital Growth, Dentsu

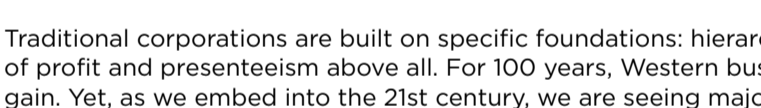
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FIRST NATIONS PRACTICES FOR A SUSTAINABLE WORKPLACE

Traditional corporations are built on specific foundations: hierarchy, individualistic success and recognition, the pursuit of profit and presentism above all. For 100 years, Western businesses have followed this model with huge financial gain. Yet, as we embed into the 21st century, we are seeing major shifts in the workforce as younger generations tire of "old ways of thinking" demanding a progressive model which provides flexibility, freedom, and a focus on positive productivity, where everyone is valued and rewarded.

SPEAKERS



(From left) Moderator: **Philippa Moig**, Head of NSW Government, OMD, **Dr Paul Callaghan**, Callaghan Cultural Consultancy, **Antonia Glezakos**, OMD, OMD Melbourne, **Jake Thomson**, Head of Aboriginal Health and Television, Tonic Media Network

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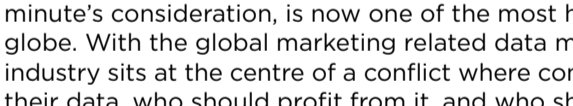


COMFORT BREAK & NETWORKING

DATA WARS

What to do with data? Once a decision that provoked little thought, signed away without a minute's consideration, is now one of the most heated societal and political issues across the globe. With the global marketing related data market now valued at an estimated \$52b, our industry sits at the centre of a conflict where consumers are increasingly questioning who owns their data, who should profit from it, and who should have power over it. Welcome to Data Wars, a live debate where the factions of industry and consumer will go head-to-head over issues of data privacy and governance to discover how brands need to adapt to meet the changing power dynamics ahead.

SPEAKERS

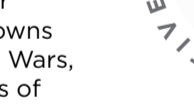


(From left) **Mitchell Long**, National Head of Strategy, PHD Australia, **Gemma Dawkins**, National Head of Digital, PHD Australia, **Toby Boon**, Directory of Strategy & Insights, Nine



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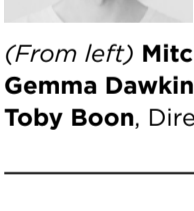
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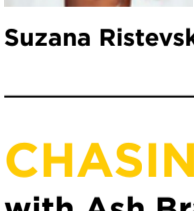


Suzana Ristevski, CMO, NAB

CHASING SUCCESS IN A DUAL SPORT CAREER

with Ash Brazill

Taking risks, not giving up and achieving dreams. Hear how a country kid gifted with freakish sporting talent, and an authenticity that's hard to match, became a weapon on the netball court, a shutdown merchant on the footy field and won gold for her country!



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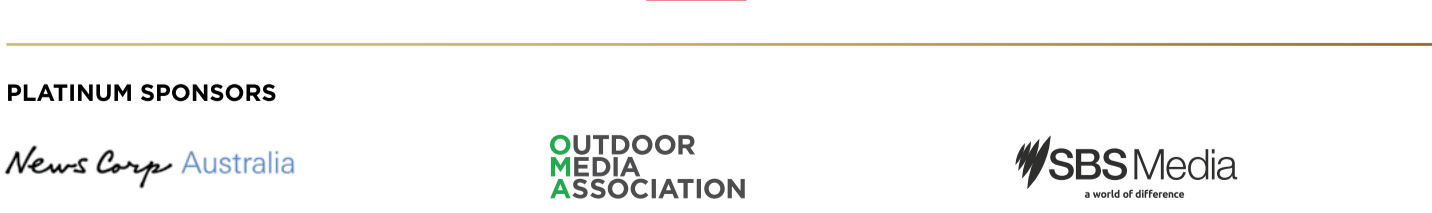
CLOSING ADDRESS

POST EVENT NETWORKING DRINKS

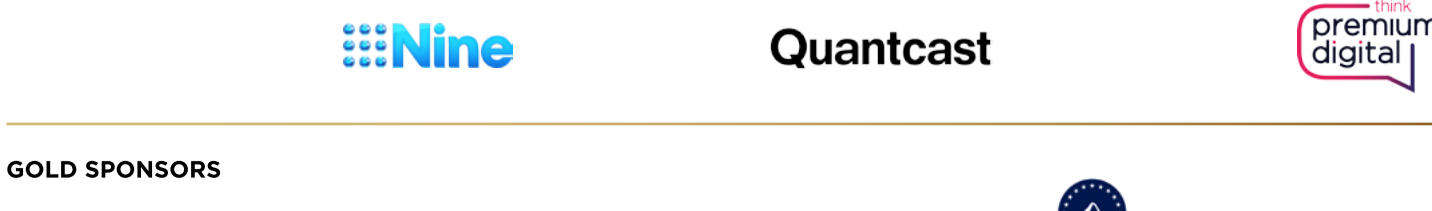
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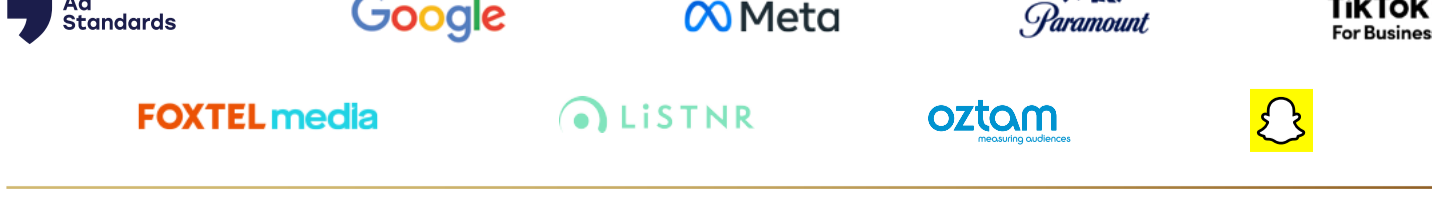
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