

REGISTRATION & NETWORKING

WELCOME TO COUNTRY

Aunty Maxine Ryan

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



Password: MFAEX22

PRESENTED BY

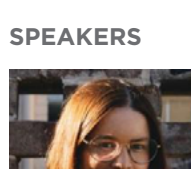


HUMANS WE HAVE A PROBLEM

Inventing Human Outcomes

As an industry we talk a lot about connection. But while connection is everywhere, we've forgotten the human behind it. In this session we will explore the nature of inventing connections that produce human outcomes. What does balancing brand and human outcomes look like now, and in the future?

SPEAKERS



Liz Penton, Innovation & Partnerships Associate Director, Mindshare



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
With a short message from **Matt Dixon**, Head of SCA's The Studio

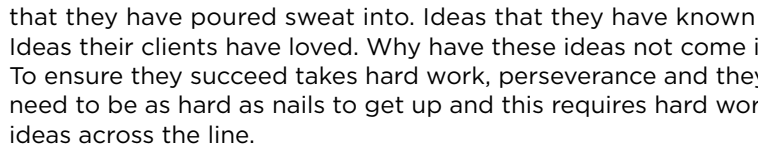
PRESENTED BY



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: **Raj Gupta**, Chief Strategy Officer, UM Australia
Panellists: **Sarah Gallon**, General Manager, Brand, Campaign & Media, Tourism Australia, **Sophie Bingham**, Group Director, UM Australia, **Chris Cheeseman**, Creative Director, M&C Saatchi

PRESENTED BY

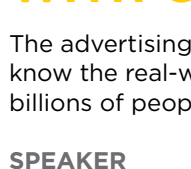


MORNING TEA & NETWORKING BREAK

WITH GREAT POWER COMES GREAT RESPONSIBILITY

The advertising industry is in a position to change the world. But with great power comes great responsibility. Do you know the real-world impact of the choices you make every day at work? What we do every day in the industry impacts billions of people around the globe, and with just a little bit of intention, we can create such positive change.

SPEAKER



Brian O'Kelley, Co-Founder and CEO, Scope3

CLIENT IN THE HOTSEAT

with Paul McIntyre, Mi3

CLIENT

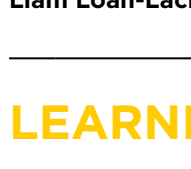


Liam Loan-Lack, Head of Marketing APAC & Canada, CMC Markets

LEARNING FROM THE FUTURE

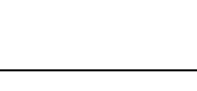
Marketers have always been captivated by the future, whether selling it—foldable phones and self-parking cars – or trying to interpret and predict it to gain a strategic advantage. But as innovation and disruption proliferate almost every aspect of our lives, trying to understand and invest in the distant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

PRESENTED BY



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
Speakers: **Dr Paul Callaghan**, Callaghan Cultural Consultancy, **Amanda Watts**, GM Sydney, OMD, **Naej Blanchard-Dunn**, Sports Partnership Exec, OMD

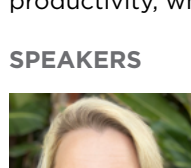
PRESENTED BY



CRIMES AGAINST CREATIVITY

When it comes to driving creativity, there are a number of common crimes that many of us are guilty of committing from time to time that stop us from getting creative work across the line.

SPEAKER



Remi Baker, Head of Strategy, PHD

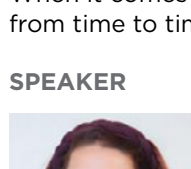


LUNCH & NETWORKING BREAK

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



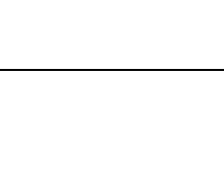
DATA WARS

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, **Ben Campbell**, Director of Advertising & Data Products, Nine



Password: MFAEX22

PRESENTED BY



CLIENT IN THE HOTSEAT

with Paul McIntyre, Mi3

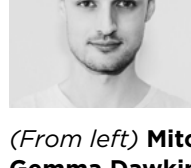
CLIENT



Lisa Ronson, CMO, Coles Group

WHEN LIFE THROWS YOU LEMONS

with Paralympic Legend Grant 'Scooter' Patterson



Born and bred in Cairns, Grant "Scooter" Patterson took the world by storm at the 2021 Paralympic Games. Born with a rare form of dwarfism called diastrophic dysplasia, Grant's sporting opportunities looked limited, however, with determination and a positive attitude, Grant quickly became a talented athlete and an Australian favourite. Grant will share his story of self-innovation, overcoming adversities and being a true leader and a changer.

SUPPORTED BY



EVENT CLOSE

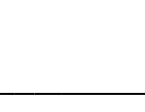
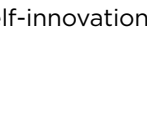
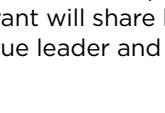
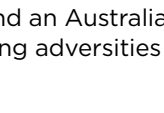
MFA AWARDS GRAND PRIX SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS

