

MFA EX content revealed: what will you experience at our industry's biggest event?

Bringing together an anticipated 2,100 attendees across Sydney and Melbourne, MFA EX will shine a spotlight on sustainable workplaces, the future of data, and unconscious bias – among other hot topics.

Returning for the first time since 2019 and taking place in Melbourne on 6 October and Sydney on 13 October, MFA EX is a day for our industry to come together en masse to connect, share knowledge and insights, and tackle challenging conversations.

Both Sydney and Melbourne agency leaders have committed to shutting their doors on the day to ensure all employees are able to attend, with 2,100 attendees expected nationally (1,500 Sydney and 600 Melbourne).

The conference program has been developed by MFA agencies and includes fun, challenging and interactive sessions on emerging industry topics. Our goal is to influence and inspire new thinking and industry behaviours, and to reflect the fun and dynamism of our industry. It is not just about what we do, but why and how we do it.

Here's a taste of some of the sessions you will see on the day:

AWAKEN YOUR UNCONSCIOUS

Initiative & MFA DE&I Advisory Council

A highly interactive session in which members of the audience will be invited to participate in a live social experiment to test our industry, interspersed with lived experience stories shared by members of our industry. The results will be examined live on stage for all to see.

INDIGENOUS PRACTICES FOR A SUSTAINABLE WORKPLACE

OMD

As an industry we increasingly see the impact of westernised culture and its lack of sustainability on mental health. This session will look to Australia's First Nations People for guidance on creating a more sustainable workplace and how to harness the power of storytelling to boost productivity.

DATA WARS

PHD

A live debate where three leaders representing the perspectives of big tech, government and the public will argue their vision for how they see data being governed in the next 10 years and how that will ultimately impact the relationship between brands and consumers.

EVEN THE BEST IDEAS ARE NOT EASY TO SELL

UM

Great ideas get rejected all the time. To ensure they succeed takes hard work, perseverance and the promise of ROI. A panel of marketers and agency representatives will explore what it takes to get great ideas across the line.

LOVE IS IN THE EAR - how sound can boost brand love

Havas Media, Eardrum and Resonance Sonic Branding

Every brand wants to make a noise, but what if the music, voices and other sounds within your communications could also serve as a marketing aphrodisiac? This thought-provoking session will highlight the opportunity for brands to create long-term memories and deeper emotional connections with their customers via their ears. This is a must-hear for all.

More content will be announced in the coming weeks, including sessions on crimes against creativity, the tenure equation, balancing brand and human outcomes and how we can apply the All Blacks' concept of "Whanau" to help our people gain mastery over stress.

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