

Reconnect, upskill and have fun, it's time for all of us to get involved.

It's a strange time for our industry, many of our NGENers have barely set foot inside an office and the rest of us have spent more time with colleagues on Zoom than face-to-face over the past two years. Our constantly evolving industry has prepared us well to pivot, and then pivot again, which will no doubt continue as we move to the next stage - a hybrid of WFH and F2F.

As we hit this year at full pace, we know teams are under resourced and the recent MFA Census highlighted the struggles around recruitment, which is why it's critical the MFA continues to provide support from a range of angles – workshops, e-learning and events to network; to take pressure off agencies by covering the basics, but also bringing us together to rebuild our sense of community. It's also the time for those passionate about our industry to get involved and help drive the narrative to become one of positivity, performance and progression.

If you're a manager or an emerging leader, step up to present at an NGEN session. You'll find it's not only personally rewarding for you, but incredibly beneficial to your team and their development goals to lead by example and encourage participation. On the eve of the MFA launching our industry DE&I program, we are actively looking to feature speakers and mentors from a range of backgrounds, so our NGENers can benefit from hearing an array of ideas, perspectives, and career journeys. Share your story and encourage those around you who may be a bit hesitant or who under sell themselves to do the same. If a speaking gig is not for you, we're always on the lookout for mentors to share their knowledge at our Mentor Conversation sessions.



For NGENers, our program is guided by the philosophy that job satisfaction is a combination of doing great work; upskilling so you can kick goals; working with people you can learn from; and having clear career growth pathways whilst having fun along the way. The 2022 NGEN line-up is packed with new and returning content to kickstart the next phase of your working life. We've introducing additional career skills content and tools to help you get the most out of your NGEN journey and our Reflection Journal will return to capture your feedback and demonstrate your learning and development commitment throughout the year.

If you joined the industry during the pandemic, you may be concerned you've missed out on the basics by not being in the office. NGEN will be hosting a series of Media Bootcamps to bring you up to speed on what makes our industry great, what we do and how we do it, where you fit in to the bigger picture and how to ensure you thrive along the way.

2022

The NGEN program will again focus on the four key content pillars of personal performance, leadership, communication and growing your industry knowledge – all skills you need to help you build a successful and rewarding career, wherever you want your goals to take you in this industry.

We will run a mix of webinars and face to face, and if you can't make a live session, our "On Demand" section hosts many of our sessions from the last 12 months.

We work in an incredibly exciting and rewarding industry – now's the time for all of us to get involved to work together to make it stronger than ever from the ground up! 2022 is the year for reconnecting, upskilling and having fun along the way.

