



PRESS RELEASE

NGENers CHANNEL #MAINCHARACTERENERGY FOR END-OF-YEAR HALLOWEEN BASH

3 November 2022: Close to 700 NGENers dressed in TikTok-worthy costumes and amped up their #maincharacterenergy for last week's NGEN Halloween events in Brisbane, Sydney and Melbourne.

Back after a three-year Covid-induced absence, the three-city Halloween events were more popular than ever with NGENers having to attend three or more NGEN workshops throughout the year for priority access to tickets. Responding to the theme of #MainCharacterEnergy, inspired by national sponsor TikTok, partygoers dressed as water gun-wielding Men in Black, Angels and Demons, sorority sisters, several Barbies and a Ken in their boxes, a Demogorgon from *Stranger Things*, a tube of mustard and a bunch of (Where's) Wallies, among other creative outfits.

The MFA's NGEN community is a support and training network for media professionals with less than five years' experience in the industry.

An opportunity for NGENers to network with their peers and make new connections, NGEN Halloween was made possible by the support of TikTok as National Sponsor, and Bronze Sponsors ARN in Sydney and Brisbane, and Shopper Media in Melbourne. More than 400 NGENers made it to the Sydney event, with approximately 150 partygoers each in Melbourne and Brisbane.

Download photos from all three events:

<https://www.dropbox.com/sh/7ip9d4oyiyjveur/AAB0wBluMe6LwX1TiBcOoF1oa?dl=0>

Melanie Aslanidis, Head of NGEN, said: "NGENers who joined our industry over the past couple of years missed out on connecting and getting to know their peers, so it was no surprise that they were eager to attend this year's returned NGEN Halloween. We loved the energy and enthusiasm they put into their costumes, which we know from experience they also channel into their personal development. For those who missed out, a quick reminder to get in early in 2023 to register and attend at least three sessions to secure their priority access to tickets."

TikTok B2B Marketing Lead Katy Harrison added: "TikTok was thrilled to be national sponsor of this year's NGEN Halloween events and more broadly supporting theMFA's 'We are the Changers' program over the past few months. It has been great to see so many of our next generation leaders



coming together to connect, learn and grow together. On TikTok millions of stories are shared everyday and we can't wait to see the stories NGENers create in their careers."

For more information, please contact:

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About the MFA

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.