



## PRESS RELEASE

# NGEN HALLOWEEN IS BACK, TIKTOK LEADS THE FUN AS NATIONAL SPONSOR

**20 October 2022:** Dust off your #MainCharacterEnergy and start working on your dance moves: NGEN Halloween is back with a three-city event in Brisbane, Sydney and Melbourne.

Back after a three-year Covid-induced absence, the much-anticipated Halloween event wraps up a year of face-to-face workshops and webinars focused on learning new knowledge, insights and skills for the MFA's NGEN community – 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 is made possible by the support of TikTok as National Sponsor, and Bronze Sponsors ARN in Sydney and Brisbane, and Shopper Media in Melbourne.

This year's theme is #MainCharacterEnergy. POV: It's the NGEN Halloween Party. You walk into the room, hearts stop, you've dressed as a 2022 TikTok trend. From #Euphoria to #Strangerthings and everything in between, the creativity is in your hands.

Melanie Aslanidis, Head of NGEN, said: "We're thrilled to be bringing back NGEN Halloween. It's an important event on the NGEN calendar as an opportunity for NGENers to celebrate a year of learning and kicking career goals. We're proud of the fact that NGEN has helped 7 out of 10 people in our industry today build their careers and we're excited to continue to make an impact on the careers and personal development of our industry's young media professionals."

Tik Tok Industry Lead Danielle Rigg-Smith said: "At TikTok, we're passionate about the positive development of our local media industry and this extends to the next generation of leaders as they embark on their careers. We're proud partners of NGEN who provide both learning opportunities and social connection for emerging media superstars."

For priority access to tickets, NGENers had to attend three or more NGEN workshops throughout the year.



**NGEN Halloween when & where:**

Sydney

When: Thursday October 27<sup>th</sup>

Where: Goros Surry Hills

Bronze sponsor: ARN

Melbourne

When: Wednesday October 26<sup>th</sup>

Where: Ballers Clubhouse

Bronze sponsor: Shopper Media

Brisbane

When: Friday October 28<sup>th</sup>

Where: Lala Land

Bronze sponsor: ARN

**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.