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CEO, UM Australia  
Unstereotype Alliance  
Champion (Research & Measurement)



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UNSTEREOTYPE  
ALLIANCE



### Can we Unstereotype our Industry?

Positive representation of diversity in advertising is good for social cohesion and it's commercially sensible. This session will challenge the industry to make positive representation a priority throughout the media supply chain and seek to produce lasting impact by examining how we can create an industry-first metric to measure potential stereotyping in media.



## AI vs EQ

THE GRUDGE BATTLE BETWEEN  
ALGORITHMS AND MEDIA PLANNERS

### The great media industry debate: AI vs EQ.

Will best-practice media now come from human intelligence, or machine learning?

With the help from a couple of friendly bots, OMD will put AI and EQ to the test to solve a real client challenge and call on the audience to be the judge – who does it best?



**TIM HODGSON**  
Founder, MyNetZero



**SCOTT LAIRD**  
CPO, GroupM  
MODERATOR

### No greenwashing, No excuses.

The fight against climate catastrophe requires urgent action from government, corporates, and individuals.

The MFA EX audience will be invited to to create their individual Net Zero Roadmap – live and interactive – inspiring all of us to take greater accountability.

NO GREENWASHING, NO EXCUSES:  
THE PLANET IS IN OUR HANDS



**MIM HAYSOM**  
Executive General Manager  
Brand & Marketing, Suncorp

The Marketer's View

**THE MARKETER'S VIEW**

SYDNEY - Blazing Trails in Sport



Melbourne – Inspiring The Next Generation



Australia's leading sporting heroes will take to each stage to discuss their inspirational careers and the changing face of sport.

Attention around sport in Australia has never been higher – with TV ratings breaking records in recent weeks with the FIFA Women's World Cup 2023™. Capturing the hearts of over 11.5 million Aussies, the game continues to unite the country, dominate conversations, and inspire the next generation of young players and fans alike. MFA EX attendees can hear first-hand the stories behind some of Australia's leading figures in sport. How they have become Changers on their own fields, grounds, or courts - and off them. And what lessons they can offer on being a Changer in our own industry.

MEL 5 SEP SYD 21 SEP



## Inspiration X

Hear from our future industry leaders, those with less than 15 years' experience in the industry, who will present new and provocative perspectives inspiring all of us to change our thinking or behaviour and address the wider theme of MFA EX: to deliver greater effectiveness.

# MELBOURNE

**GOOD [CHAT]:**  
HOW AI CAN [PROMPT]  
A MORE INCLUSIVE  
MEDIA INDUSTRY\_

INSPIRATION



**TOBY MACLACHLAN**  
Head of Creative Strategy,  
Initiative

We have an opportunity to co-create a future that's more cheerful than fearful of ai innovation and re</write> the modern media script for good\_ Join the conversation via the bots to demonstrate our industry's purpose of We Are The Changers in the room in real-time\_

**EAT RISK FOR  
BREAKFAST:**  
WEIRD PARTNERSHIPS  
AND WHY THEY WORK

INSPIRATION



**JENNIFER LOHAN**  
Communications Executive,  
Match&Wood

Diesel and Durex? KFC and Crocs? Celebrate marketing's weirdest partnerships that work and the three principles for partnerships that cut through – inspiring media planners across the country to try something different next time they pick up a media plan.

WHAT CAN WE LEARN FROM  
**GINGER SPICE**  
LEAVING THE  
SPICE GIRLS?

INSPIRATION



**BRAD SZMERLING**  
Associate Investment Director,  
Media, CHEP Network

Can exploring the reasons Gerri "Ginger Spice" Halliwell left the spice girls help us understand why people leave their media roles? Draw lessons from this cultural milestone to avoid burnout and minimise turnover.

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# SYDNEY

### BUSINESS WALRUS: THE KEY TO SUPERCHARGING YOUR STAFF



**SOPHIE GALLAGHER**  
Creative Strategy Director,  
Slingshot Media

INSPIRATION



We know that employee retention is increased through participation and employees feeling excited and engaged about their work. Be inspired to think outside the box to get people thinking creatively and to ensure everyone feels valued.

### PLANNING FOR THE UNPLANNABLE: LESSONS IN IMPROV



**LEAH FRANCO**  
Strategy Manager, Initiative  
**AND**  
**KATE O'LOUGHLIN**  
Associate Strategy Director,  
Initiative

INSPIRATION



As an inherently fast-paced industry, we need to move quickly – which ultimately means we need to think quickly. Learn how we can do that while avoiding the stress of time pressures and last-minute changes?

### OK BOOMER, MAYBE WE ARE AGEIST?



**ELIZABETH GULLIVER**  
Connections Planning  
Associate Director, Mindshare

INSPIRATION



From the average age of media age employees (32) to client briefs wanting to target people aged 25-54 (but no one 55 and over), you might say our industry has an ageism problem.

Discover the impact of ageism and personalise the outcome of acting now.

MEL 5 SEP SYD 21 SEP



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