

Your moment to shine on stage: be an Inspiration X presenter at MFA EX

Are you a rising star with less than 15 years' experience in the industry? We have the perfect opportunity for you: Inspiration X.

Among MFA EX 2022's standout sessions in both Melbourne and Sydney, the aim of Inspiration X is to present a new or provocative perspective and inspire our industry to change its thinking and behaviour – all in 4 minutes!

Here's what three past Inspiration X presenters had to say about the experience.

CAITLIN WEST

Strategy Director, Bohemia

INSPIRATION X 2022

The tenure equation to happiness

The return of MFA EX in 2022 felt like a watershed moment for the industry to come back together and push forward. As a proud Bohemian of seven years, it seemed fitting to jump on stage to unpack the relationship between tenure and happiness – and instead of concentrating on turnover, flipping our focus to create compelling and motivating employee experiences from the lessons of those who stay. It's something I'm very passionate about and I was excited to have the platform of Inspiration X to bring it to the industry.

I was lucky enough to present in both Sydney and Melbourne, to a combined audience of 2,500. I never used to love public speaking, and people often say that it's harder to present in front of your peers (probably true – there were definitely some jumping jacks backstage to clear the energy). But what they don't tell you is just how much more rewarding it is too.

There's a lot of love in the room for Inspiration X, from your own agency, your friends across the industry, and every stranger in the room cheering you on – which gives you just the boost of confidence you need to get up there. Can't wait to see this year's!



LIZ PENTON

Entertainment & Culture Strategy
Director, EssenceMediacom

INSPIRATION X 2022

Humans, we have a problem

My curiosity to understand human connection – something I really missed when it was taken away during Covid lockdowns – was a key driver to my Inspiration X concept piece “Humans, We Have A Problem”, my rallying cry for the industry to reconsider how we incorporate human outcomes. Human outcomes is the breakthrough that unlocks and strengthens connection by focusing on the person behind it, most commonly through problem solving.

In pulling my Inspiration X talk together, I indulged in a lot of gardening. This is the idea of pulling out the weeds and editing. Gardening is the process of auditing every sentence, ensuring every word is adding value. Words are important and need to be concrete. With Inspiration X presentations being capped at 4 minutes, it is safe to say there was a lot of digging in the garden.

Presenting your ideas to the entire industry is exciting and uplifting, and a great opportunity for personal growth and to connect with your peers. I would encourage you to put time aside to explore your passions beyond your day-to-day. Your voice matters and it's likely the person sitting next to you is asking the same questions. The more we share our ideas, the better inventions and diverse breakthroughs we can achieve as an industry.

CHLOE HOOPER

INSPIRATION X 2019

Are you R&Dy?

Exhilarated. That's how I felt in 2019 when I stepped out bare foot to speak in front of 1,500 people from my industry at MFA EX, with an Inspiration X talk. I was given the opportunity to present 'Are you R&Dy?', my rallying cry to put Australia on the map for media innovation through investing in R&D.

Despite being hugely passionate about the topic, the initial thought of presenting in front of 'the whole industry' was TERRIFYING.

So how did I get to the point where I was filled with adrenaline on stage instead of being filled with nerves? With Rob Pyne as coach, helping me hone in on the content, and rehearsals and check-ins by the MFA along the way, I was able to finally relax into the process.

When I think of my time in media to date, MFA EX is without a doubt one of my highlights. I had one of those rare moments in life, where I genuinely felt proud of myself. I did it!



Feeling inspired to present your ideas and creativity to the entire industry?

Inspiration X submissions are open until TUESDAY 4 APRIL. All you have to do is:

- Download the Inspiration X content brief [HERE](#). (open to individuals or teams of 2, employed at an MFA member agency).
- Submit your content idea via the **ONLINE PLATFORM**.
- Get creative – the only limit is your imagination! You can view videos of 2022 MFA EX sessions [HERE](#).

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