

Does your agency have what it takes to challenge and inspire our industry at MFA EX?

CALLING ON ALL MFA MEMBERS TO SUBMIT THEIR CONTENT IDEAS NOW.

Last year's MFA EX conference was the highlight of the media agency calendar, attracting more than 2,500 media professionals in 2022 across two events in Sydney and Melbourne.



This year, MFA EX is going to be even bigger and we're looking for speakers. If you have an idea for content that reflects current, emerging and future industry topics and trends, and influences positive change and new thinking, we'd like to hear from you.

Topics discussed in 2022 included exposing our industry's unconscious bias; a live debate on privacy and data in the next 10 years and its impact on the relationship between brands and consumers; seeking answers to the great industry churn by examining the reasons people stay in jobs; an exploration of what it takes to get great ideas across the line; and many more.

Our ambition is for MFA EX to represent 'media for all', positively impacting the entire industry – not just a select few – and to inspire and educate us to deliver greater effectiveness and ultimately create more value for our clients.

Which is why we want to hear content ideas from the entire spectrum of our membership, agencies small or large, professionals at any stage of their career.



You have until Tuesday 4 April to submit your ideas.

- For inspiration, watch a selection of last year's MFA EX sessions [HERE](#).
- Take a look at the [AGENCY CONTENT BRIEF HERE](#).

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