

Attention economy, workplace wellbeing & greenwashing emerge as key themes of MFA EX 2023

A high number of content submissions for MFA EX Melbourne and Sydney reveal the key issues that are top of mind for the industry.



MFA member agencies of all sizes answered the call, submitting a staggering number of high-calibre content ideas for this year's MFA EX events in Melbourne and Sydney across the three pillars of performance, process and people.

Reflecting current, emerging and future industry topics and trends, and with our industry's We Are The Changers purpose front and centre, the sessions are guaranteed to educate and inspire our industry.

Here are the most popular themes emerging from the submissions in each content pillar:

Performance:

the Metaverse and beyond, attention economy, from multichannel to omnichannel, and the Future of Media.

People:

workplace wellbeing, inclusion, ageism, and AI versus human capabilities.

Process:

greenwashing and sustainability, effective briefing, and how the evolution of the industry is changing the way we need to navigate with and for our clients.

The next task is finalising the program for the two events through a rigorous selection process, guided by five industry experts who will assist the MFA Awards Committee and MFA Board in identifying the right mix of themes, topics and formats for the day.

Due to the high number of content submissions, only 10 % of ideas will make the cut and take to the conference stage.

Here are four of our Curators, telling us in their own words what they'll be looking for when pulling together MFA EX content:

Greg 'Sparrow' Graham, Founder, The Nest Consultancy

"I am looking for sessions that encourage engagement and interaction with the audience, with exciting ideas that go beyond conventional thinking. And I'm pleased to say that the submissions I've seen so far more than deliver on that front!"

Katie Rigg-Smith, Chief Strategy Officer ANZ, WPP

"Transformative thinking. I want to see content that makes the audience walk away and think: 'Wow I am better for having experienced that'."

Dan Johns, Partner, Tumblturn Media

"I'm not looking for much; just fearless, ground-breaking moments that will change the industry forever."

Chloe Hooper, Founder, Bare Feat

"I'm looking for something distinctive. We too often get caught up in the sea of sameness; the submissions that stood out to me were the ones that had a clear point of difference, personality and felt high impact. When reviewing them, I kept asking myself, 'how will the MFA EX audience change from experiencing this session?'"

Last year's MFA EX conference was the highlight of the media industry calendar, attracting more than 2,500 media professionals in 2022 across two events in Sydney and Melbourne. This year, it's going to be even bigger and better.

Tickets are on sale now for members and non-member media industry colleagues. Click the locations below to purchase your tickets today.

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