



MFA EX SPONSOR CALL FOR CONTENT: KEYNOTE

An exciting new opportunity for Grand Prix, Platinum or Gold Sponsors at MFA EX in 2024

For the first time, The MFA extend a unique opportunity to our esteemed sponsors to seize the spotlight during one of the on-stage sessions at the 2024 MFA EX conference.

We are actively seeking an exceptional keynote speaker who can captivate the audience with their presentation, embodying the theme of 'change for the better.'

What's the brief?

A 15 minute keynote session to inspire the industry.

Our vision is to feature an inspiring individual who can share their life experiences, illustrating how they have instigated positive change and offering invaluable lessons for our audience. Notably, we are open to considering celebrities, sporting icons, senior global marketers, and influential international speakers for this prestigious role.

The ultimate goal is to have a keynote speaker who possesses the power to influence and inspire a shift in thinking. We encourage presentations that offer a fresh and provocative perspective, fostering new ideas and behaviors within our dynamic community.

There are no restrictions to the format of the session, so don't hold back on your creativity in how you want to inspire change. It could be fireside chat, or a presentation – its really up to you.

Your content/speaker idea should not:

- Be selling something – MFA EX content sessions are not a sales pitch
- Be death by PowerPoint

When and where?

EX MELBOURNE on Thursday 5th September

MFA EX Sydney will take place on Thursday 19th September



MFA EX SPONSOR CALL FOR CONTENT: KEYNOTE

The audience

- MFA EX Sydney – 1600 media agency professionals
- MFA EX Melbourne – 900 media agency professionals
- MFA EX 2024 will once again see MFA member agencies 'shutting their doors' for MFA

Who can submit keynote ideas?

Only current Grand Prix, Platinum or Gold sponsors will have the opportunity to provide the speaker for the Keynote Address. Speaker may change per city. In return, the successful sponsor will have the opportunity to introduce the keynote session at the corresponding MFA EX event.

NB: the entrant company is responsible for covering any speaker fees or production expenses over and above the standard event set-up.

Content submissions

Submit a 400 word content overview on your suggested speaker online at <https://mfaex.awardsplatform.com/>

NB: All submitters should have a positive indication of the suggested speakers availability prior to submitting

What is the content selection process?

An independent panel of industry representatives will curate the content to ensure a varied and inspiring MFA EX agenda for everyone and a fair selection process. Content is selected based on:

- The strength of the idea
- How well it meets the brief
- Does the idea and format convey the fun and dynamism of our industry?
- Is it inspiring, challenging, and educational for the audience?
- Will it influence change in what the audience thinks, feels or does?
- Does it demonstrate or rally We Are the Changers?

There are no commitments or guarantees of content on stage, all content submissions are reviewed on their own merit only.



SPONSOR CALL FOR CONTENT: KEYNOTE

How do I enter & timeline?

All content ideas are to be submitted via the [MFA EX Content platform](#) by **5pm on Thursday 28th March**. The submissions consist of a 400-word overview of your content idea, along with the proposed speaker/s. The MFA and a panel of curators will then review all content submissions. Shortlisted applicants will be invited to present a session walk through to curators and committee in late May. Successful applicants will be advised in early June.

A bit more about MFA EX

MFA EX is where the entire media agency industry comes together to be inspired with ground-breaking media thinking, best practice innovation, and people development to deliver world-class effectiveness – and to deliver on our industry purpose, to influence change, for society, for the economy, our clients, our agencies, our people, and our careers. [We Are The Changers!](#)

MFA EX represents 'media for all', positively impacting the entire industry, not just a select few. MFA EX is accessible for everyone, every level, every function, with MFA member agencies once again 'shutting their doors' for the day, so that everyone in the industry can participate. MFA EX is a forum for media agencies, media publishers, suppliers, and client peers to come together to learn and be inspired on media marketing effectiveness.

MFA EX is truly unique, a genuine celebration of our industry.

"MFA EX is an event that unites our industry, giving everyone a voice to educate and be inspired to deliver world class effectiveness – from the most junior to the most experienced among us. This is an event for all of us."

Peter Horgan, CEO of Omnicom Media Group & MFA Chair

WHAT SETS MFA EX APART?

MFA EX content - TedX style format, MFA EX content is developed by media agencies and carefully curated to be relevant and inspirational for ALL media colleagues regardless of how long they've been in the industry. Topics in 2023 included the Great Industry Debate - AI vs EQ; avoiding greenwashing and arriving at a personal Net Zero roadmap; UNstereotyping media; and Weapons of Mass Distinction.