



# MFA EX INSPIRATION X CALL FOR CONTENT

## What is MFA EX?

Our industry purpose is to influence change, for society, for the economy, our clients, our agencies, our people, and our careers. [We Are The Changers!](#)

MFA EX is a day where the media agency industry stops - to educate, challenge, and inspire each and every one of us to drive an effectiveness culture in everything we do, and thus continuing our mission to deliver our industry purpose. It is not just about what we do, but why and how we do it.

And there's no better way to be re-inspired and reminded about everything that is great in our industry and our ability to make change, than by re-connecting with industry peers and hearing from amazing speakers, all with the common purpose of making our industry better at what we do. In 2023 more than 2,500 of the media agency industry came together at MFA EX in Sydney and Melbourne – and MFA 2024 will be even bigger!

MFA EX Melbourne will take place on Thursday 5<sup>th</sup> September, and MFA EX Sydney will take place on Thursday 19<sup>th</sup> September – save the dates!

## What is Inspiration X?

Inspiration X is a dedicated MFA EX content stream to give industry rising stars (those with less than 15 years industry experience) the opportunity to present on stage at MFA EX and showcase their ideas and insights to their industry peers.

## THE INSPIRATION X CONTENT BRIEF

As the title suggests, we're looking for presentations that will inspire the media agency industry to be better. Successful applicants will need to submit a presentation synopsis that clearly demonstrates positivity, provocation, and, most of all, passion.

## What topics are we looking for?

The content should reflect current, emerging and future industry topics and trends and align to the event theme: **Change for the better**. As a starting point, consider the MFA EX Content Pillars. Inspiration X content is not limited to these pillars, but they might provide some guidance.



# **MFA EX INSPIRATION X CALL FOR CONTENT**

## **MFA EX Content Pillars**

Bettering our product/craft: Media is one of the most dynamic and rapidly changing careers to be a part of. With that comes new ways to apply our craft to deliver greater cultural, consumer and commercial outcomes. Every year we will be looking for relevant areas and tangible solutions we as an industry need to embrace change for the better.

Bettering our people: Media is a human powered industry, and to get the most out of our people we need to continually enrich how the industry looks after them and helps us all create positive relationships. Each year we will seek new ways to change the media industry value proposition for the better in the eyes of our people, our clients and the public.

Bettering our society/environment: We are the changers. Blessed by a unique opportunity to impact & influence corporates and consumers, these sessions will dive into innovative ways we can harness media to change culture for the better. We all have a responsibility to leave this world in a better place than we left it, and as such this is our ever-evolving mission.

You are encouraged to bring a fresh perspective to the above that will **influence and inspire new thinking** and industry behaviours. Content should reflect current, emerging and future industry trends.

For further guidance, here's a selection of the broad range of topics covered by previous Inspiration X speakers:

[Good Chat] How AI can [prompt] a more inclusive media industry_	OK boomer, maybe we are ageist?
Eat risk for breakfast – Weird partnerships and why they work	Planning for the unplannable: Lessons in improv
What can we learn from Ginger Spice leaving the Spice Girls?	Business Walrus – The key to supercharging your staff

## **What's the brief?**

### MFA EX Inspiration X content

You have **4 minutes** to inspire, educate and challenge the entire industry on one of the above themes. How you do this is completely up to you and your creativity.



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## **What's the content format?**

What we learnt in 2023 is to ensure a mix of formats across the day, everyone likes fun and some theatrics, keep it simple - don't build in too many elements, authentic storytelling can be extremely powerful and strict time keeping is crucial. You can view the 2023 MFA EX content [here](#).

## **Your content idea and format should....**

- Convey and instil pride that working in our industry gives us power to be The Changers
- Be interactive and inclusive wherever possible
- Reflect current, emerging or future industry trends
- Provide new and/or provocative perspectives
- Motivate and inspire people to change their thinking or behaviour
- Be of interest or value to the industry
- Be single-minded
- Be engaging/entertaining – conveying the fun & dynamism of our industry

## **Your content idea and format should not:**

- Be selling something – MFA EX content sessions are not a sales pitch (e.g., selling an agency, channel, tool or service). This is one of MFA EX's key points of difference which came out strongly in media agency attendee feedback.
- Be death by PowerPoint
- Contain confidential information
- Take the work of another agency/individual/business and pass it off as one's own

## **Who can submit Inspiration X content ideas and present on stage?**

Inspiration X content submissions/presenters on stage are open to individuals working at MFA member agencies in Australia, with 15 years or less industry experience. Inspiration X sessions can be submitted/presented by a solo speaker or a team of two.

If submitting in a team of two – you do not need to be from the same agency, however both presenters must work at an MFA member agency. We encourage all entrants to discuss their entry with a senior representative in your agency who can provide support and mentorship if your entry is successful.

*NB: the agency is responsible for covering any production expenses over and above the standard event set-up.*





# **MFA EX INSPIRATION X CALL FOR CONTENT**

## **Content submissions**

Submit synopsis online at <https://mfaex.awardsplatform.com/>

## **What is the content selection process?**

Content submissions will be assessed and selected by an independent panel of industry representatives 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?

## **How do I enter & timelines?**

All content ideas are to be submitted online via the [MFA EX Content platform](#) by **5pm on Thursday 28<sup>th</sup> March**. Submissions to be provided in video format and/or written script. If recording a video submission, you should present direct to camera during the video, and the videos should be no longer than 4 minutes. Content can be supplemented with visuals (interstitial slides, whiteboard, props etc). There will be no penalty for low quality video production or editing skills, it is the content that counts.

Shortlisted submissions will be asked to present a session walk through to curators and committee in late May. Successful entrants will be advised in early June.

## **A bit more about MFA EX**

MFA EX is Australia's largest media agency conference, dedicated to inspiring and educating our industry to deliver greater effectiveness and ultimately create more value for our clients.

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 are once again 'shutting their doors' for the day, so that everyone in the industry has the opportunity to 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.