



CALL FOR AGENCY CONTENT

**WE ARE**  
*the changers*



# What is MFA EX?

Change isn't just an outcome—it's our purpose. As an industry we exist to influence change, for society, for the economy, our clients, our agencies, our people, and our careers. MFA EX brings together the best minds in media to strengthen our network, knowledge and ability to change the world – because **We Are The Changers!**

MFA EX is the one day our entire industry hits pause—so we can reset, rethink, and reignite our drive for effectiveness. It's a day to challenge ourselves, break new ground, and step boldly into the future—because real impact comes not just from what we do, but why and how we do it. At MFA EX, we reconnect, we listen, we get inspired. We hear from powerful voices, industry leaders, and Changers—all united by a shared mission: to make our industry better, stronger, and braver.



MFA EX 2019: 'Leader in the Hot Seat'

MFA EX 2024: 'Work Behind the Work'  
Sarah Heitkamp, Zenith Media



MFA EX 2025 THEME

# DARE TO CHANGE

Nobody ever changed the world by playing it safe.

While the security of the status quo may create comfort in an increasingly chaotic world, it also breeds the ultimate risk to our people, our industry and our society...complacency.

That's why this year we're calling for the industry to come together and **DARE TO CHANGE.**

To embody our industry purpose of We are The Changers and bring the calculated courage needed to push beyond incremental evolution and embrace revolutionary ideas, imagine bold new realities and redefine the future of media.

From AI transformation, radically progressive media practices, new-world business models, to harnessing media creativity to invent new possibilities, MFA EX 2025 will challenge you to rethink your reality and help us all change the world.

*Are you ready?*

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*the changers*





**"DON'T LET YOUR BUCKET OVERFLOW"**

Olly Bridge, Health and Performance Expert  
Essentio Health and Build a Bridge



**"VISION 2049: A PEEK AT OUR INDUSTRY'S FUTURE"**

Gemma Dawkins, National Head of Digital,  
PHD Australia



**'SWIPE RIGHT FOR CONSUMER INSIGHT'**

Annika Barrett, Senior Strategy Director,  
Carat



Content Track 1

# DARE TO EVOLVE OUR CRAFT

Media is one of the fastest-moving industries, and standing still is not an option.

To stay ahead, we must embrace new ways to elevate our craft—driving greater cultural, consumer, and commercial impact. Each year, we seek bold ideas and tangible solutions that challenge the status quo and push our industry forward.

See how others have evolved our craft [here](#).



MFA EX 2024



**“IT’S TIME TO BREAK THE RULES”**

Sophie Price, Chief Strategy Officer, EssenceMediacom  
Jack Graham, National Head of Planning, EssenceMediacom,  
Rob Frost, National Head of Planning, EssenceMediacom



Content Track 2

# DARE TO PROGRESS OUR PEOPLE

Media is powered by people.

To thrive, we must challenge outdated norms and reimagine how we support, develop, and inspire those who drive our industry forward.

Every year, we look for transformative ways to reshape the media workplace, enhance industry culture, and strengthen relationships – within team, with clients, our media partners, and with the public.

See how others have progressed our people [here](#).



**“BEND IT LIKE BENDER”**

Catherine Rushton, Chief Strategy Officer & Partner, This is Flow  
Scott Laird, Chief People Officer, GroupM  
Kate O’Loughlin, Associate Strategy Director, Initiative  
Robin O’Connell, Senior Content Solutions Consultant, LinkedIn

MFA EX 2024



Content Track 3

# DARE TO CREATE A BETTER WORLD

Media holds immense power to influence corporate behaviour and consumer culture.

We are The Changers!

These sessions will explore bold, innovative ways to harness that power for good—reshaping society, redefining sustainability, and ensuring that we leave the world better than we found it.

This is not a moment; it's a movement.

See how others have dared to create a better world [here](#).



MFA EX 2024

Pawena Kaniah, Media and Communications Strategist, iProspect

Is Media Really For All?  
Philippa Moig, Group Business Director, PHD  
Charles Xu, Diverse Director, OMD  
Angus McLeod, Investment Executive, OMD  
Asier Carazo, Chief Strategy Officer, Atomic212



MEDIAfor  
mFA ALL  
DIVERSITY, EQUITY & INCLUSION

# AWAKEN YOUR UNCONSCIOUS

*Initiative*



**“AWAKEN YOUR UNCONSCIOUS”**  
Chris Colter, Chief Strategy Director, Initiative  
Sam Geer, MD, Initiative



## The Brief

We're looking for motivational and aspirational content—delivered in a way that reflects the energy, fun, and dynamism of our industry.

Interactivity is key—the more you engage the audience, the better. Content that challenges, mobilises, and empowers the industry to **Dare to Change** will stand out.

## Your content should

- **Inspire pride** in our power to be The Changers
- Be **interactive** and **inclusive** wherever possible
- Reflect current, emerging, or future **industry trends**
- Offer new and **provocative perspectives**
- **Motivate** and **dare change** in thinking or behaviour
- Be **engaging, entertaining**, and **dynamic**
- Have a sense of fun, theatrics, and **bold storytelling**
- Have practical applications and **key takeaways**
- **Fit within the 15 minute time allowance!**
- Be **submitted on the portal** before 5pm on April 4

A graphic featuring the words "WE ARE" in large, bold, blue capital letters. Overlaid on this is the phrase "the changers" in a yellow, handwritten-style script. The background is a dark blue with a subtle pattern of small white dots.

- ❌ **No sales pitches** - MFA EX is about industry impact, not promoting an agency, channel, tool, or service
- ❌ **No plagiarism** - celebrate original thinking
- ❌ **No death by PowerPoint** - visuals support, not dominate
- ❌ **No confidential information** - respect industry boundaries



▶ MULTIPLAYER

PLAYER 1 READY

MFA EX 2024

PLAYER 1 PLAYER 2

PRESS START ▶▶



MULTIPLAYER  
MODE

HIGH SCORE

POINTS

68

LEVEL PROGRESS

286 / 100000 XP



**“MULTIPLAYER MODE”**  
Mitchell Long,  
Chief Strategy Officer,  
Havas Media Network Australia

PLAYER 3 PLAYER 4

RATING





## Who can submit content ideas and contribute to the session?

MFA EX content is developed and curated by MFA media agencies – any individual or group who works for an MFA member agency in Australia can submit a content idea on behalf of their agency. Agency collaborations are encouraged whether that be with other MFA member agencies, suppliers and/or media owners. We also encourage agencies to consider including external perspectives and expertise as this can enhance credibility, provide new perspectives and entertainment (e.g., subject experts such as Behavioural Psychologists, Economists, Clients, Inspirational Speakers). The only restriction; it cannot be a sell.

Consultation with the MFA and approval will be required for media owner and/or supplier involvement, to ensure event sponsor interests are protected and to avoid any sell and conflicts. NB: the agency is responsible for covering any production expenses over and above the standard event set-up.

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## Content Submissions

Submit your content as a 400 word overview and/or a short video online at

<https://mfaex.awardsplatform.com/>

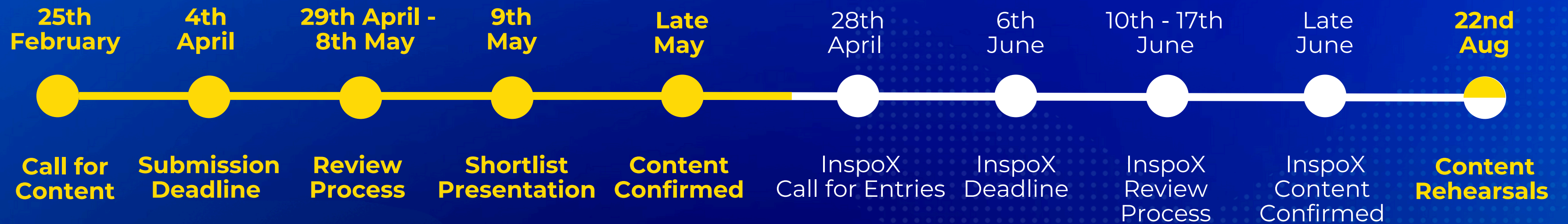
NB: All submitters should have an indication of the suggested speaker's availability prior to submitting.

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 dare the industry to change?
- Does it demonstrate **We are The Changers?**

*There are no commitments or guarantees of content on stage to any member, all content submissions are reviewed on their own merit only. Successful agencies will be expected to present at both MFA EX Sydney and MFA EX Melbourne, with agency talent from each market.*





### How to enter: MFA EX

- Submit your content idea(s) via the [MFA EX Content platform](#)
- Submit a **400-word overview and/or video submission** of your idea
- Detail any proposed **speakers**.
- Deadline is 5pm on April 4

### How to Enter: InspirationX

- Open to individuals or pairs with **<8yrs industry experience**
- Submit a **short video submission** of your content idea.
- Inspiration X brief and submissions open on April 28
- Deadline is 5pm on June 6





Are you ready?

✉ [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)

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