



INSPIRATION

CALL FOR CONTENT

the **WE ARE** *changers*

What is Inspiration X?

Inspiration X is a dedicated MFA EX content stream to give emerging talent in the industry - with **less than 8 years** industry experience - the opportunity to present on stage at MFA EX and showcase their ideas and insights to their industry peers.

What is MFA EX?

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.

Your Client CEO Is Just Not That Into You!

Brittany Meale, Strategy Director, OMD
James Graff, Transformation Director, OMD



[VIEW THIS SESSION HERE](#)

The Power Shift: Sustainability Beyond the Boardroom,

Zoe Stanek, Associate Strategy Manager, Wavemaker



[VIEW THIS SESSION HERE](#)



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?

WE ARE
the changers



Eat Risk For Breakfast - Weird Partnerships And Why They Work
Jennifer Lohan, Communications Executive,
Match & Wood
[VIEW THIS SESSION HERE](#)



How the All Blacks Inspire Elite Team Performance
Christian Rossi, Partnership Planning Manager, UM
[VIEW THIS SESSION HERE](#)



Humans, We Have a Problem
Liz Penton, Innovation and Partnership
Associate Director, Mindshare
[VIEW THIS SESSION HERE](#)



What Can We Learn from Ginger Spice leaving the Spice Girls?
Brad Szmerling, Associate Investment Director,
Media, CHEP Network
[VIEW THIS SESSION HERE](#)

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 other Inspiration X presenters have evolved our craft [here](#).

Content Track 2

DARE TO PROGRESS OUR 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 other Inspiration X presenters progressed our people [here](#).

Content Track 3

DARE TO CREATE A BETTER WORLD

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

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 other Inspiration X presenters dared to create a better world [here](#).

The Brief

We're looking for a fresh perspective that will influence and inspire the media agency industry to **Dare to Change**.

Use your knowledge of trending and provocative perspectives to your advantage! Use your fresh take on the industry to teach the entire industry a thing or two!

Interactivity is key – whilst the content is important, the way you present it is just as important - the storytelling can take you from content to highlight of the day.

We are looking for ultimate interactivity, personality and originality on stage! So **don't hold back**, have fun and bring your whole self to the way that you tell your story. The more you engage the audience, the better - **you only have 4 minutes, make them count!**

Applicants will need to **submit a 2 minute video** that clearly demonstrates positivity, provocation, and most of all, passion. **Not keen on being on camera?** No worries! You're welcome to get creative with voiceovers, animation, visuals, or even a single powerful image—your message matters most.

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**
- **Motivate** and **dare change** in thinking or behaviour
- Have a sense of fun, theatrics, and **bold storytelling**
- **Fit within the 4 minute time allowance!**
- Be **submitted on the portal** before 5pm on June 6

- ❌ **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

Who can submit Inspiration X content ideas?

Inspiration X is open to individuals working at MFA member agencies in Australia, **with 8 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.



Content Submissions

Submit your content as a **2 minute video** online at <https://mfaex.awardsplatform.com/>

Videos can be uploaded in .mp4 or .mov format. You can also share a link from YouTube, TikTok, Vimeo, or Instagram Reels—just make sure your video is public and won't expire before 17 June 2025. **Not keen on being on camera?** No worries! You're welcome to get creative with voiceovers, animation, visuals, or even a single powerful image—your message matters most.

An independent panel of industry representatives will curate the submissions to ensure a varied and inspiring MFA EX agenda for everyone, with a fair and inclusive selection process. Videos will not be judged on production value —content is everything. Curators will be selecting content 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?**

Ask a senior leader within your agency to review your session idea(s) before recording your video/audio. They will help you refine and develop your idea(s). If you are unsure who to approach, email us on hello@rareproductions.com.au and we can link you with a mentor.



How to Enter

- Open to individuals or pairs with **less than 8yrs industry experience**
- Submit a **2 minute video** of your content idea
- Videos files can be uploaded as a mp4 or .mov file or hosted on YouTube, TikTok, Vimeo or Instagram reels.
- Ensure your **video is set to public** and will not expire before June 17.
- **Submissions open** on April 28
- All content and videos to be submitted via the **online platform** before 5pm on June 6

Please take a note of the dates above. If your content is selected for stage you will be required to participate in the MFA EX content rehearsals.



Swipe Right for Consumer Insight: Why Dating Apps are the Ultimate Focus Group
Annika Barrett, Senior Strategy Director, Carat
[VIEW THIS SESSION HERE](#)



Are we growing in the right direction? A Fresh Eyes Perspective
Ashley Hill, Media Coordinator, Match & Wood
[VIEW THIS SESSION HERE](#)



Are you ready?

✉ hello@rareproductions.com.au

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