

mfa 20  
EX 26

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: Cam Luby, Head of Consumer Marketing, Optus

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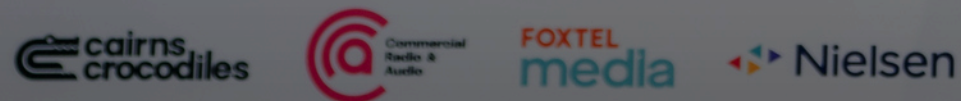
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WE ARE LEADERS *change makers*



**“THE BILLION DOLLAR QUESTION”**

Sara Shams, Award-Winning Disability Rights & Diversity Advocate

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**REWIRED FOR CHANGE**  
UNLEARN UNEARTH UNLEASH

*we are*  
**the changers**

# REWIRED FOR CHANGE

Our world has entered a new era.

One defined by breakneck evolution in intelligence, capability and creativity.

Imagination is being supercharged by AI, culture is being rewritten by audiences in real time, and entire industries are advancing faster than the systems built to serve them.

The rules we play by today were written for a different world and  
**it's time we wrote the rules of tomorrow.**

At MFA EX '26 we're calling for the industry to come together to unlearn the ways of the past, unearth the opportunities of the future, and ultimately unleash our full potential.

Because when we rewire our thinking,  
we don't just keep up with change ...we become it.

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**“CASE OF THE MISSING MILLIONS”**  
Elena Giannini, Business Director, Avenue C  
Katy Eng, National Head of Diverse, OMG  
Luisa Dalli, Strategy Director, Havas Media

Content Track 1

# OUR CRAFT REWIRED

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](#).



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**"IT'S TIME TO BREAK THE RULES"**

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

Content Track 2

# OUR PEOPLE REWIRED

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](#).



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**“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

Content Track 3

# THE WORLD REWIRED

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 created a better world [here.](#)



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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  
Pawena Kaniah, Media and Communications Strategist, iProspect

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**“NOT ALL CATFISH LIVE IN APPS,  
SOME LIVE IN YOUR DASHBOARDS”**

Amartya Majumdar, Media Effectiveness Manager, iProspect



## THE BRIEF

We're igniting a movement—one that's bold, dynamic, and future-focused.

This is your moment to get **Rewired for Change**: to think differently, act courageously, and power up the next era of our industry.

We're looking for energising, interactive content that sparks curiosity, fuels innovation, and inspires action. The more you connect and engage your audience, the greater your impact.

Content that challenges convention, empowers people, and transforms mindsets will shine—because when we're Rewired for Change, we don't just adapt to the future... we create it.

- ⚡ **Collaborate** - connect across teams to spark bold ideas
- ⚡ **Inspire pride** - in our power to be the changers
- ⚡ **Be interactive & inclusive** - wherever possible
- ⚡ **Reflect industry trends** - current, emerging or future
- ⚡ **Rewire our brains** - with new and provocative perspectives
- ⚡ **Be engaging** - entertain and challenge behaviours
- ⚡ **Be bold**- have a sense of fun, theatrics and storytelling
- ⚡ **Offer key takeaways** - with practical applications
- ⚡ **Fit**- within the 15 minute allocation

- ⊘ **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

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**“DARE TO DISCONNECT: IS DOPAMINE ADDICTION KILLING OUR BEST IDEAS?”**  
Peita Pacey, Chief Strategy and Behaviour Change Officer, Hearts & Science

## 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, sponsors, 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 being **Rewired for Change**

*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.*

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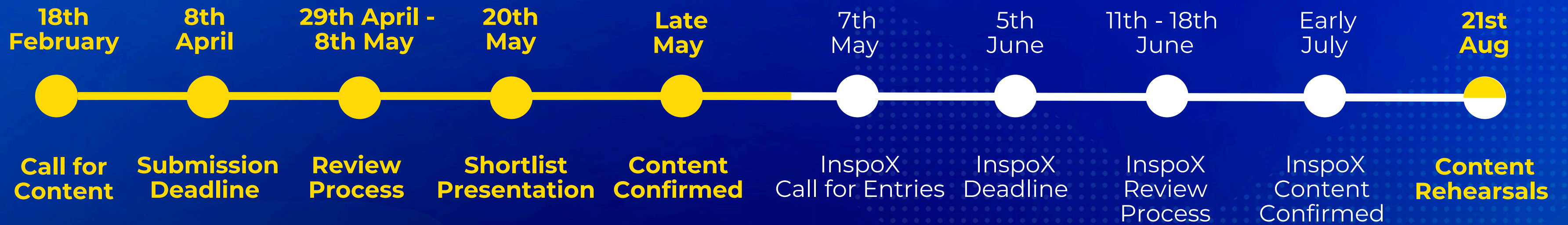
*the changer*

# mfa EX



**"CAN NEURODIVERGENT THINKING MAKE US ALL BETTER AT OUR JOBS?"**

Rob Frost, Chief Strategy Officer, OMD



### 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 8

### 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 May 7
- Deadline is 5pm on June 5

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Are you ready?

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

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