

**What is MFA EX?**

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.

**When is MFA EX taking place?**

MFA EX Melbourne will take place on 9 September 2026 in the Melbourne Room at The Melbourne Convention & Exhibition Centre.

MFA EX Sydney will take place on 24 September 2026 in The Winx Stand at Royal Randwick Racecourse.

**How many people attend the MFA EX events?**

More than 2,500 people working in the media agency industry come together across MFA EX in Sydney and Melbourne!

**What can I expect to hear about at the event?**

The 2026 event theme is 'Rewired for Change'. Content will fit under one of the three key pillars: our craft, our people and better our world. As an industry, our purpose is to influence change, for society, for the economy, our clients, our agencies, our people, and our careers. We Are The Changers!

**How do I get on stage?**

MFA member agencies have the opportunity to respond to a brief with a suggested session synopsis. Those selected will go on to present at MFA EX. The content brief is based on the above three pillars and can be found on the MFA website.

**Can I partner with another company for my suggested session synopsis?**

Yes, collaboration is encouraged whether that be with other MFA member agencies, suppliers and/or media owners. Consultation with the MFA and approval will be required for media owner involvement, to ensure event sponsor interests are protected and to avoid any "sell" and conflicts.

**What is Inspiration X?**

Inspiration X is MFA EX's content stream dedicated to amplifying the voices of the industry's next generation. It is designed especially for emerging media talent with less than 8 years' experience.

## **Who is eligible to submit content ideas for Inspiration X?**

MFA member agency employees - an Individual or team (of two). Each participant must have 8 years (or less) experience in the industry.

## **When will the Inspiration X brief be available?**

Inspiration X submissions will open on 7 May 2026, the brief will be available to download via the [MFA website](#).

## **Where can I submit content ideas for MFA EX?**

Both agency and Inspiration X submissions should be submitted online at: <https://mfaex.awardsplatform.com/>

## **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.

## **When will I know if I have been selected to present at MFA EX?**

Selected agencies/ teams / individuals will be notified in late May.

## **Do selected agencies get a free ticket to attend MFA EX?**

No, if your agency is selected to present, it is the responsibility of your agency to purchase your ticket.

## **Which agencies/companies will be at the event?**

All MFA member agencies support the MFA EX events, with agencies 'shutting their doors' and committing to attend on the day.

## **Who can attend the event?**

MFA EX will be accessible for everyone: every level; every function; and in every market. You do not need to be a member of the MFA to attend, anyone with a valid ticket is welcome.

## **How much does it cost to attend MFA EX?**

Everyone in the industry will have the opportunity to attend the event for a nominal fee. There are various ticket options available:

<b>Member/Sponsor Early Bird (expires 31 July 2026)</b>	<b>\$60 incl GST pp</b>
<b>Member/Sponsor Standard</b>	<b>\$70 incl GST pp</b>
<b>Member/Sponsor Late (within two weeks of event)</b>	<b>\$80 incl GST pp</b>
<b>Non-Member Early Bird (expires 31 July 2026)</b>	<b>\$354 incl GST pp</b>
<b>Non-Member Standard</b>	<b>\$424 incl GST pp</b>
<b>Non-Member Late (within two weeks of event)</b>	<b>\$444 incl GST pp</b>

### **Do I need to register or will I automatically be registered?**

If your company is an MFA member or sponsor, they will have purchased tickets. Make sure you check in with your office manager to ensure your name is included on the guest list.

### **How do I purchase tickets?**

Tickets must be purchased online ahead of the event date(s). Visit the [MFA website](#) to secure your spot.

### **I'm not a member and would like to discuss options for membership, who should I contact?**

Please visit our membership page on the MFA website [here](#), for membership queries.

### **I cannot attend the event in person, can I access a live stream?**

At this stage we do not plan to live stream the event, however most of the session content will be available via the [MFA YouTube page](#) post event.

### **How can I get information on how to sponsor the 2026 MFA program?**

For any queries contact our Award Managers at Rare Productions [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)

### **Who can I speak to if I have questions?**

For any queries contact our Award Managers at Rare Productions [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)



**Melbourne**

9 SEPTEMBER  
MCEC

**Sydney**

24 SEPTEMBER  
ROYAL RANDWICK RACECOURSE