



MFA EX 2020

Inspiration X Brief

What's our objective?

To select world-class content from people in the media industry with less than 15 years' experience to present their point of view at the MFA EX Effectiveness Expo in October 2020.

What is MFA EX?

The MFA EX: Effectiveness Expo is an all-day conference designed to educate and inspire people working in the Australian media and communications industry.

The conference is focused on **effectiveness**, both in how we create an industry that empowers us to do the best work of our careers (Our People), as well as delivering the most effective possible work for our clients and partners (Our Work).

We believe 'MFA' should signify 'Media For All', with the event open to everyone in the industry. In 2019, over 1,440 tickets were sold, with member agencies 'shutting' their Sydney offices for the day and a livestream shared with offices Australia-wide.

Most importantly, MFA EX provides everyone a voice, regardless of seniority, with the opportunity for our best young talent to showcase their ideas, insights and work to the wider industry, starting with Inspiration X.

What is Inspiration X?

Inspiration X is the opportunity for people with less than 15 years' experience to share their point of view on the main stage of MFA EX.

The presentations are a maximum of four minutes in length and must answer one of the following two questions:

1. **Our People:** How can we most effectively create an industry in which we are inspired and empowered to have a rewarding, positive career?
2. **Our Work:** How can we best deliver work on behalf of our clients that will maximise marketing and media effectiveness?

What kind of topics can I cover?

Entrants are encouraged to bring a fresh perspective to the above questions, to inspire our industry to be even more effective, with the winning entrants from last year covering a broad range of topics:

- How data privacy is changing customer-centric marketing
- Putting Australia on the map for media innovation with R&D
- Embracing diversity in hiring to benefit from the 'edge effect'
- How charity side hustles unlock motivation and benefit your business

Other areas to consider include but are not limited to the following:

- Fresh insights or examples in marketing effectiveness
- Lessons in innovation from inside or outside the industry
- Surprising methods to broaden our minds
- Unexpected ways to create positive company culture
- Creative uses of data to unlock effectiveness
- Think big and bold ideas!



What formats can I use for the presentation?

You can use any presentation format on the main stage, including powerpoint, flipcharts, physical objects etc. The more creative the better!

What else should I consider?

The presentation must:

- Address the brief i.e. effectiveness (Our People or Our Work)
- Provide a new and/or provocative perspective
- Inspire people to change their thinking or behaviour
- Be of interest to the wider industry
- Deliver the message in a creative, compelling manner
- Be single-minded

It should not:

- Be a sales pitch or 'selling' a company/product
- Contain confidential information
- Use work from a 3rd party without referencing source material

Who is eligible to enter?

Employees of MFA Member agencies with less than 15 years' experience in the industry. People can enter **individually or as a team**.

How do I enter?

The Inspiration X entry and judging process will be completed online. You will need to craft a response and enter it directly into the online portal. It will be judged by a panel of senior representatives in order to determine the shortlist.

Format: Round one submissions to be provided in video format and/or written script.

Content: Entrant should present direct to camera during the video; content can be supplemented with visuals e.g. interstitial slides, whiteboard, props etc

Duration: Between 3-4 minutes

NB: There will be no penalty for low quality video production or editing skills. **It's the content that counts.**

If you are lucky enough to be shortlisted you will get to present your response on stage at the MFA EX event on 15 October. This is the daytime event that takes place prior to the MFA Awards gala dinner.

Having the opportunity to speak on stage in-front of the industry can be daunting but we encourage all shortlisted entrants to embrace the opportunity. If you are shortlisted and unable to present, our Event Managers and your agency leaders will work with you to come up with a suitable alternative

Timeline

Inspiration X entries close	1 May
Shortlisted entrants	August
Shortlisted entrants present at MFA EX	15 October

To enter visit mediafederation.org.au

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