



PRESS RELEASE

CALLING ALL FUTURE MEDIA LEADERS: ENTRIES NOW OPEN FOR MFA EX INSPIRATION X

19 March 2020: The Media Federation of Australia (MFA) is calling on the industry's future leaders with less than 15 years' experience to submit their ideas for the Inspiration X sessions at MFA EX 2020.

Eligible employees of MFA member agencies with less than 15 years' experience in the industry can enter as individuals or as a team with the brief to present a new or provocative perspective, and inspire our industry to change its thinking or behaviour, by addressing one of two questions:

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

All Inspiration X presentations are capped at four minutes, to ensure short, sharp, inspirational content. The aim of Inspiration X is to ensure the conference provides everyone a voice, regardless of seniority, by giving the industry's best talent the opportunity to showcase their ideas, insights and work to the wider industry.

The brief is available on the [MFA website](#).

The winners or winning teams will take to the stage at the MFA EX: Media for All all-day conference, returning for its second year on Thursday 15 October at Royal Randwick Sydney.

Topics investigated last year by the Inspiration X presenters covered marketers' and agencies' accountability for data privacy, a solution for encouraging greater media innovation, the benefits of side hustles, and drastic measures for achieving diversity and gaining an 'edge effect'.

MFA CEO Sophie Madden said: "Feedback from MFA EX attendees last year revealed the Inspiration X sessions to be among the most popular and compelling content of the day, a great testament to the sharp minds and presentation skills of our industry's future leaders. I look forward to this year's submissions, which I'm confident will showcase the same level of insightful thinking."



Georgina Debenham, Planning Manager at PHD and one of last year's Inspiration X presenters, added: "The entire process of MFA Inspiration X was a really positive experience for me. It was a great opportunity that pushed me well beyond my comfort zone and gave me the chance to share my passion in front of the broader industry."

Last year's inaugural MFA EX: Media for All expo drew 1,500 attendees with 24 Sydney agencies shutting their doors for the day to ensure their people could attend. Of those attendees, more than 90% said they would recommend their colleagues attend MFA EX 2020.

MFA EX: Media for All is an all-day conference designed to educate and inspire people working in the Australian media and communications industry, with a focus on effectiveness.

For more information, please contact:

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About the MFA

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.