



Call for Content Ideas – MFA Member Agencies

Your brief – To Inspire and Educate our industry to deliver greater effectiveness for our clients and our people at MFA EX - Australia's Largest Media Agency Industry Conference – developed by our industry, for our industry.

About the Media Federation of Australia (MFA)

The MFA exists to champion a dynamic and valued media industry. Our vision is to be a FORCE that makes the media industry better at what we do for clients and our people. MFA member agencies represent over 90% of all media agency placed media billings in Australia.

What is MFA EX?

MFA EX is Australia's largest media agency conference, dedicated to inspiring and educating our industry to deliver greater effectiveness and ultimately create more value for our clients.

Our ambition is for MFA EX to represent 'media for all', positively impacting the entire industry, not just a select few. MFA EX is accessible for everyone, every level, every function, with MFA member agencies once again 'shutting their doors' for the day, so that everyone in the industry has the opportunity to participate. A forum for media agencies, media publishers, suppliers and client peers to come together to learn and be inspired on media marketing effectiveness.

This inclusivity extends to the speakers at the event, giving everyone a voice, from holding company CEOs to the best young talent on stage sharing insightful, actionable points of view on delivering global best practice product, ways of working and people development.

This year, we're excited about expanding the scope, with live MFA EX events now taking place in both Sydney and Melbourne, for the first time, with the two regions representing more than 89% of industry personnel Australia-wide.

MFA EX Melbourne will take place on Thursday 7th Oct and MFA EX Sydney will take place on Thursday 14th Oct.

Objective

To select world-class content from MFA member agencies to be presented at the MFA EX Effectiveness Expo in October 2021.

What content/topics are we looking for?

Content should fit under one of the three key MFA pillars: performance, improved processes and advancement of our people.



Performance: Demonstrate the value of our industry and the role we play in growing clients' businesses e.g., client case studies, innovation in media, effectiveness learnings, demonstrating short and long-term growth, quantifying the impact of creativity and innovation for clients etc.

People: Explore ways to attract, keep and inspire the best talent pool of people working in our industry e.g., diversity, gender equality, wellbeing and mental health, authentic leadership, working in the 'new normal', addressing industry churn post pandemic etc.

Improved Processes: Leading the way in driving more efficient and effective ways of working, tracking and measuring for our clients e.g., addressable advertising and attribution in a post-cookie world, new measurement solutions, creative use of data, inter-agency collaboration, extracting genuine value and insights from customer data etc.

NB: the above examples are thought starters only and shouldn't limit your thinking.

What's the brief?

You have 15 minutes to inspire, educate and challenge the entire industry on one of the above themes on the best way to deliver effectiveness and ultimately create greater value for our clients. What do you and your agency want to say and how do you want to say it? This could include (but not in any way limited to) inspirational keynote speakers or subject matter experts, interactive audience experiments, agency presentations, case studies, industry collaborations – It is completely up to you, your agency and your creativity.

What's the format?

There are no restrictions to the format of the session. Be as creative as you like in how you share your thinking e.g., interactive apps, Q&As, panels, videos, game etc. The proposal can be for a main-stage presentation, breakout area or interactive digital experience. We don't want death by PowerPoint!

Things to consider, the session should:

- Be interactive wherever possible
- Address the brief through one of our key pillars i.e., performance, improved process or people
- Provide new and/or provocative perspectives
- Inspire people to change their thinking or behaviour
- Be of interest or value to the wider industry
- Be single-minded
- Be engaging/entertaining



It should not:

- Be death by PowerPoint
- Be selling something
- Contain confidential information
- Take the work of another agency/individual and pass it off as one's own

Who is eligible?

Media For All means giving everyone the opportunity to share their point of view, so we're opening up the agenda to give everyone that works in the industry the opportunity to provide thought leadership.

Individuals or groups who work for an MFA member agency in Australia are invited to contribute, however submissions must be on behalf of your MFA member agency (or holding company or as part of a group of combined MFA Member agencies) and approved as such.

There can be more than one person on stage and representatives from clients, media partners and organisations outside the industry can also be invited to jointly present with the agency.

There is no limit on the number of submission per individual/MFA member agency/holding company.

How will we select the content?

A panel of industry representatives will curate the content to ensure a varied and inspiring agenda for everyone. Specifically, we will look at:

- How well the concept meets the brief
- Is the content Inspiring, challenging or educational for the audience?
- Will the concept and format engage, create an impact and a WOW for the audience?
- Will the concept change what the audience and/or industry thinks, feels or does – will it have a meaningful outcome?

How do I enter?

Applicant to submit synopsis online at... <https://mfaex.awardsplatform.com/>

Content Entry Deadline: Friday 4th June at 4pm

** the agency is responsible for covering any production related expenses over and above the standard event set up. In addition, the agency will be responsible for any speaker related costs unless otherwise stated by the MFA.*