

MFA EX: bringing our industry back together after 2 years apart

A live debate on how data should be governed in the next 10 years, insights into how indigenous practices and culture can help us create a more sustainable workplace, and strategies for getting great ideas across the line – that's just three of the highlights from MFA EX Effectiveness Expo, being held in Sydney on 10 February 2022 and Melbourne on 16 February 2022.

MFA EX Effectiveness Expo is designed to educate and inspire all of us working in the Australian media and communications industry, from newcomers to the most experienced media professionals. With MFA member agencies in Sydney and Melbourne shutting their offices for the day, MFA EX will be an important moment for our industry to come together and reconnect with peers after almost two years apart – with a combined in-person audience of over 2,100 across the two cities.

Check out the MFA EX speaker line-up
SYDNEY | MELBOURNE



A two-city event of this scale is made possible by agency leaders in both Sydney and Melbourne committing to shutting their doors on the day to ensure all employees are able to attend.

We'll be joined by media agency partners, many of whom are on board as sponsors, including Seven Network, Outdoor Media Association, SBS Media, Quantcast, Nine, News Corp, OzTam, Snapchat, Foxtel Media, Google, 10 ViacomCBS and more.

For many of us, MFA EX may be the first opportunity in two years to reconnect with colleagues from other agencies and media and technology partners. So while our aim will always be to inspire, educate and challenge, in 2022 we will also be celebrating the coming together of the entire industry after such a long period apart throughout 2020 and 2021.

▶ Tickets are selling fast. Secure your team's spot in **Sydney** or **Melbourne** now.