



## PRESS RELEASE

# WORKPLACE CULTURE, INDUSTRY CHURN & INSPIRATION UNDER THE SPOTLIGHT IN FIRST SESSIONS ANNOUNCED FOR MFA EX

**2 October 2019:** Top marketers from Diageo and REA Group and an inspiring biomechanical engineer are among the speakers for the first-ever MFA EX: Media For All effectiveness expo, taking place on 17 October ahead of the MFA Awards.

MFA EX aims to highlight groundbreaking media thinking, innovation, and people development and best practice in driving marketing effectiveness. The event is SOLD OUT, with more than 1500 media professionals attending at Carriageworks Sydney.

Diageo Marketing & Innovation Director Australia Andrew Oughton and REA Group Chief Marketing Officer Melina Cruickshank are among the speakers confirmed. They will participate in a panel discussion curated by Publicis Media, titled **Why the 'whole self' is greater than the sum of all parts**.

The panel will include Publicis Groupe Chief Talent Officer Pauly Grant and The Royals Managing Partner Dan Beaumont, and will be moderated by Sherilyn Shacknell, CEO of The Marketing Academy. They will explore how having the right people-focused culture can directly translate into commercial success for businesses, and the much broader positive impact it can have on a society.

A highlight session on the day will be **Stay or Stray**, presented by Initiative, in which Organisational Psychologist Dr Laura Kirby, Initiative Chief Strategy Officer Sam Geer and Initiative National Director People & Culture Scott Laird will engage the audience in identifying the drivers of and potential solutions for staff churn. A live, interactive social experiment, this session will measure the cumulative effect of common happenings in agency life, both negative and positive, on people's decision to stay or stray.

Importantly, the insights generated from the audience of 1500 people will be built into an open-source platform for the entire industry to use in 2020, becoming a tool of continued analysis and insight.

MFA EX attendees will also hear from Dr Jordan Nguyen, a young biomechanical engineer and Australian of the Year Finalist (NSW), who will share his incredible journey from university student to world changer. When he almost broke his neck diving into a swimming pool, Dr Nguyen went on to invent a mind-controlled smart wheelchair for high-level physical disability, and through his social business Psykinetic has since developed a wide range of inclusive technologies.



In this session presented by GroupM, Dr Nguyen will guide the audience through both the disruptive challenges and the exciting opportunities we face, and how these will enable people to better connect and communicate in our rapidly evolving world.

More speakers will be announced shortly.

The inaugural MFA EX: Media For All effectiveness expo will be held on 17 October, at Carriageworks Sydney, followed by the 2019 MFA Awards in the evening.

Tickets to MFA EX have SOLD OUT. Tickets for the MFA Awards are on sale via the [MFA website](#).

The 2019 MFA Awards sponsors are:

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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.