



PRESS RELEASE

MFA EX CHOOSES SIX RISING STARS TO PRESENT INSPIRATION X SESSIONS

4 November 2021: Six future leaders from PHD, Mindshare, Bohemia and Starcom have been selected to present short, sharp, inspirational content at MFA EX Effectiveness Expo, being held in Sydney on 10 February 2022 and Melbourne on 16 February 2022.

The aim of the four-minute presentations, dubbed **Inspiration X**, is to present a new or provocative perspective, inspire our industry to change its thinking or behaviour, and address the wider theme of delivering greater effectiveness.

Employees of MFA member agencies with less than 15 years' experience in the industry were invited to submit Inspiration X proposals, with the successful presenters chosen by a panel of curators consisting of industry leaders.

Taking to the stage in Sydney on 10 February 2022 will be:

Remi Baker, Head of Strategy, PHD Sydney
Crimes against creativity

Remi's presentation will expose the 5 most common crimes against creativity committed by agencies, challenging the audience to become Creativity Crime Stoppers.

Liz Penton, Associate Director, Mindshare

Human connection theory: imagining an industry planning on human needs first

Looking to the giants of human connection such as Brene Brown and Roy Baumiser, Liz will share three key connection principles for agencies and brands to embed integrity in their daily activities and form better human connections.

Aaron D'Ortona, Connections Design Director & Caitlin West, Connections Designer, Bohemia

The tenure equation to happiness

Our industry is in the midst of a retention crisis, so how do we create a desire to stay on – and learn from those who do? Aaron and Caitlin, Bohemians with nine and six years' tenure respectively, dig deep into 10 years' worth of data by Mediai to uncover the correlation between happiness and tenure.

And in Melbourne on 16 February, the Inspiration X presenters will be:

Jack Monro, Senior Strategy Manager, PHD
The pitfalls of prediction

Jack will reveal how we can separate the enduring from the fleeting when it comes to trends, technologies and innovations, to make better investing decisions – and how human behaviour gets in the way of grand visions of the future.

Christian Rossi, Account Executive, Starcom
How the All Blacks inspire elite team performance



Stress is a barrier to reaching optimal effectiveness and it takes a family – not an agency – to crush it. Christian will examine how agencies can adopt the All Blacks’ concept of Whanau (meaning extended family) to empower their teams to go above and beyond, and thrive.

MFA CEO Sophie Madden said: “Feedback from MFA EX attendees in 2019 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. The topics put forward by this year’s chosen presenters are relevant, thought-provoking and engaging – and we can’t wait to learn and be inspired by them in Sydney and Melbourne next year.”

MFA EX Effectiveness Expo is designed to educate and inspire people 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 the industry to come together and reconnect with their peers after almost two years apart.

In 2019, more than 1,500 people attended MFA EX Sydney, with a livestream shared with offices Australia-wide.

MFA EX tickets are on sale via the MFA website:

[MFA EX Sydney](#)

[MFA EX Melbourne](#)

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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.