



## FAQs

### **How will the 2019 MFA Awards be different from previous years?**

The MFA Awards remain the pre-eminent Awards program in the advertising media communications industry in Australia.

There are significant changes this year, the Awards have been streamlined with more focused categories to ensure the most effective work and processes in the industry are being celebrated. Check out the Entry kit and criteria document on the MFA website for more information.

### **Can I be involved if I'm not an MFA member?**

There are various ways that you can get involved with the program. Please contact our Award Managers at Two de Force to discuss options available to you. [Nicole@twodefence.com.au](mailto:Nicole@twodefence.com.au) / [Jessica@twodefence.com.au](mailto:Jessica@twodefence.com.au)

### **How do I enter the awards?**

All entries must be submitted via the online entry portal, which can be accessed via [mediafederation.org.au](http://mediafederation.org.au)

### **I have used the entry platform previously but can't remember my password. Who do I contact to get that changed?**

Only you have the ability to change your password. You can request to reset your password via the online system. Be sure to check your junk mail if it hasn't come through within the hour.

### **Is there a fee to enter the Awards?**

Entry fees do apply, see as follows:

Members	\$500.00 incl GST per entry
Non-members	\$1,000.00 incl GST per entry
NGEN / Pro-bono	\$110.00 incl GST per entry

### **I'm not a member and would like to discuss options for membership, who should I contact?**

Please visit our membership page on the MFA website for membership queries.

### **Can I be invoiced for my entries rather than paying through the portal?**

All entries must be paid in full with a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

### **I can see the NGEN category is back but where do I download the brief?**

The 2019 NGEN brief is for the charity 'BackTrack'. The detailed brief will be shared and available for download from the MFA website in mid June.

### **What happens to the NGEN entry fee post Awards?**

All NGEN entry fees are donated to 2019 NGEN charity 'BackTrack' post Awards.



**What happens to the Pro-bono entry fee post Awards?**

All Pro-bono entry fees along with \$10 from each Awards ticket sold are donated to the winning agencies selected charity post Awards.

**What are the eligibility dates?**

Enter only those campaigns launched within Australia between 1 January 2017 – 31 March 2019. This excludes entries into 'Long-term results' where the eligibility period is from 1 January 2016 – 31 March 2019

**How do I select the right category for me?**

A full category list with corresponding descriptions is available on the MFA website. You can also view some great examples of past winning work that would fall into our re-vamped categories.

**What categories are media owners eligible to enter?**

Media owners are eligible to enter any of the 'Execution' categories along with 'Media partner', 'Industry contribution' and 'Pro-bono'.

**What categories are clients eligible to enter?**

Clients are encouraged to work with their agency on their entries however, should you like to enter the Awards directly you may enter any of the 'Execution' categories along with 'Pro-bono'.

**What if I want to enter a campaign into more than one category?**

A campaign can be entered into a maximum of four categories and must be split across both 'Outcomes' and 'Execution'.

**Can I submit a joint entry?**

Absolutely! Just make sure you include both companies details in the entry portal.

**Do I need client permission for my entry?**

All 'Outcome' and 'Execution' entries must be approved by the client. Client details must be submitted into the entry portal. A verification email will be sent to the individual directly; whereby they will have the opportunity to view the submission and accept or decline what has been submitted. Should a client decline an entry, Awards staff will communicate directly with the entrant on the next steps.

**Will my client be contacted directly for any reason?**

Entries will go through an independent review process and some clients may be contacted in order to verify details relating to a campaign.

**What do I need to include with my entry?**

All entries must consist of a written response and media schedule (where applicable). The online entry portal will walk you through each step of the process.



**How do I approach the written component of my entry?**

The full category criteria is available on the MFA website. Keep the criteria scoring in mind as you craft your entry.

**Can I exceed the word count?**

The online entry portal will allow a very small buffer on the word count. Keep an eye on your tally as you type as additional words will not be accepted by the system.

**Does my supporting material go towards my word count?**

The copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

**What supporting materials need to be included with my entry?**

All entries must include a media schedule in order to be considered for judging. This excludes People & Community categories.

Whilst not mandatory, entrants are encouraged to submit supporting materials in addition to the written submission. Entrants that provide video files must not exceed a total of 5 minutes of footage.

**Can I include company branding on my entry supporting materials?**

Agency branding is not recommended on entries or within supporting materials.

**Can I get an extension on the entry deadline?**

Entry deadlines are final and no extensions will be provided. Access to relevant categories will be deactivated at 4pm on the date of the deadline.

Category deadline	4pm – 23 July 2019
NGEN / Inspiration X entry deadline	4pm – 30 July 2019

**Can I edit my entry after submitting it?**

Once the entry has been submitted, you will not have access to make changes.

**Whoops I have a typo in my submitted entry, how do I fix it?**

Once submitted you cannot edit your entry. For adjustments to typos contact our Award Managers at Two de Force who will adjust for you  
[Nicole@twodeforce.com.au](mailto:Nicole@twodeforce.com.au) / [Jessica@twodeforce.com.au](mailto:Jessica@twodeforce.com.au)

**Who will see my entry?**

Entries will be judged by a panel made up of senior representatives from agencies, clients, creative, media owners and research companies.



**I plan to include some sensitive information in my entry, how do I make sure that it isn't published anywhere?**

All entries are treated as confidential, however we do plan to showcase the finalist work at MFA EX. If there is something specific that cannot be published please make a note of it in the entry system.

When you enter your campaign details you will see a tick box and comment section where you can make a note of the concerns. Should your work be selected as a finalist, our Awards Managers will be in touch to discuss in further detail.

**Who can I speak to if I have any issues with the entry site or specific questions around the Awards?**

Please contact our Award Managers at Two de Force 02 9281 8788  
[Nicole@twodeforce.com.au](mailto:Nicole@twodeforce.com.au) / [Jessica@twodeforce.com.au](mailto:Jessica@twodeforce.com.au)

**Can I nominate myself to be a judge?**

Yes, please complete the judging nomination sign up form on the MFA website. Please note, judges will go through a review process so not all applications will be accepted.

**What's involved in the judging process?**

All selected judges will need to take part in both stages of the judging process.

Part 1 – Takes place online between 1 August – 15 August 2019. Judges will need to review entries in their selected categories and score based on the category criteria provided. Judges will be able to flag any questions they would like to ask of the entrant / client and also note those that may require some further review from an external panel.

Part 2 – Is a live component where panels will come together to be presented with the shortlist of entries in their selected categories. Our Award Managers will address any of the questions that judges flagged during the online stage and also present any relevant findings from the independent review of entries. Once discussion has closed, judges will log back into the online judging portal for a silent vote on the winner. Judges will not know the result in their category

**When are the live judging sessions due to take place?**

Sydney	Tuesday 20 August 2019
Melbourne	Wednesday 21 August 2019
Brisbane	Thursday 22 August 2019

**I plan to enter the NGEN / Inspiration X category but may be leaving my role prior to the event. If I am selected as a finalist / shortlisted will I still get that recognition?**

These categories are all about the individuals rather than the agency. If you change roles and are still within the industry (at a MFA member agency) you will still get the recognition you deserve.



**Can I enter myself into the Industry Contribution category?**

Individuals must be nominated by a senior representative from the agency/company.

**I am an NGENer, can I enter both the NGEN and Inspiration X category?**

Yes you are eligible for both categories.

**I'm considering entering the Inspiration X category. How does it differ from other categories?**

The Inspiration X entry and judging process is the same as any other Award category. You will need to review the brief (on the MFA website) and then craft a response and enter it directly into the online entry portal. It will be judged by a panel of senior representatives in order to determine those that proceed to the next stage.

**What happens to those that proceed to the next stage in the Inspiration X category?**

If you are lucky enough to be selected by judges, you will get to present your response on stage at the inaugural MFA EX event on the 17 October. This is the daytime event that takes place prior to the MFA Awards gala dinner.

**Lets say I am selected to proceed in the Inspiration X category, what if public speaking is my worst nightmare?**

Having the opportunity to speak on stage in-front of the industry is daunting but so few people will ever have that chance. We encourage all entrants to face those fears and grasp the opportunity with both hands. Saying that, if the thought quite literally sends you into a panic, our Awards Managers and your agency senior leaders will work with you to come up with a suitable alternative.

**Will a winner be awarded for the Inspiration X category?**

Up to eight individuals will be selected to present on stage, no further judging will be completed.

**When will the MFA Award finalists be announced?**

Finalists will be announced at the end of August once the online and live judging has been completed.

**Do finalists get free tickets to the MFA Awards?**

NGEN finalists will be offered a complimentary ticket to the MFA Awards.

**Do Inspiration X entrants who are asked to present on stage get free tickets to the MFA EX?**

Yes the individuals asked to present on stage will be offered a complimentary ticket to MFA EX.



**When are the Awards?**

The MFA Awards gala dinner will take place on Thursday 17 October 2019 at Carriageworks. This is the same day as the inaugural MFA EX (Effectiveness Expo).

**How do I purchase tickets?**

To purchase tickets follow the prompts on the MFA website. Various prices are available depending on what you are after.

**How can I get information on how to sponsor the 2019 MFA program?**

The sponsorship prospectus is available on the MFA website.

For any queries contact our Award Managers at Two de Force 02 9281 8788

[Nicole@twodeforce.com.au](mailto:Nicole@twodeforce.com.au) / [Jessica@twodeforce.com.au](mailto:Jessica@twodeforce.com.au)