



FAQs

The MFA EX (Effectiveness Expo) is new, what can I expect from this event?

The event is designed to educate and inspire the industry to deliver greater effectiveness for our clients.

For the event to be successful we need to positively impact the entire industry, not just a select few. That's why MFA EX will be accessible for everyone: every level; every function; and in every market. Our ambition is for the MFA to represent Media For All.

Media For All also means giving every member agency the opportunity to share their point of view on the best way to deliver effectiveness. We're opening up the agenda, giving everyone the opportunity to provide thought leadership to the wider industry.

How will the content be determined?

Content for MFA EX will fit under one of the three pillars of the MFA Awards (Outcomes, Execution and/or People & Community). MFA member agencies have the opportunity to put forward a suggested session synopsis with the idea to be selected to present at MFA EX. The content brief can be found on the MFA website.

An independent MFA review committee will evaluate all suggestions received and narrow the pool down to ten MFA member agencies who will present on the day.

Which agencies/companies will be at the event?

All MFA member agencies have thrown their support behind the event with Sydney agencies 'shutting their doors' for the day. We will publish the logos of companies who have purchased their tickets on the MFA website in the lead up to the event.

How many people are we talking here?

In a ground breaking first, Sydney agencies will be 'shutting their doors' on Thursday 17 October, in support of educating and inspiring the industry and beyond.

More than fifteen hundred media professionals will be in attendance at this full day thought leadership event.

I'm not sure I can make it to Sydney for the event, can I access the information presented in another way?

Interstate representatives will be able to access content via a live stream of the event. We are investigating additional ways to engage other markets and will announce those developments at a later date.



How much does it cost to attend MFA EX?

Everyone in the industry will have the opportunity to attend the event for a nominal fee. There are various ticket options available.

MFA EX ONLY

Member/Sponsor - early bird	\$39 incl GST per person
Member/Sponsor - general Admission	\$69 incl GST per person
Non Member	\$539 incl GST per person

MFA EX & MFA Awards

Member/Sponsor	\$305 incl GST per person
Non Member	\$845 incl GST per person

What is the early bird cut off date?

The early bird rate closes on 19 September 2019.

Do I need to register or will I automatically be registered?

Your company will need to purchase tickets. Make sure you check in with your office manager to ensure your name is included on the guest list.

How do I purchase tickets?

To purchase tickets follow the prompts on the MFA website.

I see there is a new Awards category where the top entrants get to speak at MFA EX. How do I make sure I am in with a chance for this opportunity?

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.

If you are lucky enough to be selected you will get to present your response on stage at the inaugural MFA EX event on the 17 October.

Is there a fee to enter Inspiration X?

An entry into Inspiration X is \$500.00 incl GST per entry

Who will see my Inspiration X entry?

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

When will I know if I have been selected for Inspiration X?

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



Lets say I get selected 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.

Do those selected for Inspiration X get a free ticket to MFA EX?

Yes, those presenting on stage will be offered a complimentary ticket to MFA EX.

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 is MFA EX taking place?

MFA EX will take place on Thursday 17 October 2019 at Carriageworks.

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 Event Managers at Two de Force to discuss options available to you. Nicole@twodeforce.com.au / Jessica@twodeforce.com.au

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.

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 / Jessica@twodeforce.com.au

Who can I speak to if I have questions?

Please contact our Event Managers at Two de Force 02 9281 8788 Nicole@twodeforce.com.au / Jessica@twodeforce.com.au