



Content Submissions: MFA Member Agencies

Objective

To select world-class content from MFA member agencies to be presented at the inaugural MFA EX Effectiveness Expo in October 2019.

Your Brief

Educate and/or inspire our industry to deliver greater effectiveness in a 20 minute session.

Entrant Eligibility

Submission must be on behalf of an MFA Member agency or holding company. Agencies can enter more than one submission for consideration, but only one submission maximum will be selected from each agency. A maximum of ten agency submissions will be selected in total.

Context

For the past two decades, the MFA Awards have been celebrating the most innovative and effective media thinking in Australia. In today's landscape, however, with the speed and scale of disruption accelerating, there's a need for the MFA Awards to give our industry a voice and provide even greater value to our clients, partners and people.

Introducing MFA EX: Effectiveness Expo

To deliver on this ambition, we're expanding the scope of the MFA Awards with a new thought leadership event. Introducing the MFA EX (Effectiveness Expo); an all-day event that will lead into the evening awards ceremony.

The daytime event is designed to educate and inspire the industry to deliver greater effectiveness for our clients; while the evening event celebrates and recognises the work that has done exactly that.

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.

Everyone in the industry will have the opportunity to attend the event for a nominal fee – with Sydney agencies 'shutting their doors' for the day – while those who can't make it will be able to access a livestream.

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.

Topic Areas

Content should fit under one of the three pillars of the MFA Awards i.e. Outcomes; Execution; or People & Community.

Outcomes - principles of effectiveness, behavioural economics, measurement etc
 Execution - ideation techniques, unconventional cases, creative use of data etc.
 People & Community - wellbeing, diversity, teamwork, leadership etc

NB: the above examples are thought-starters only and shouldn't limit your thinking.

Session Format

There are no restrictions to the format of the session. Be as creative as you like in how you share your thinking e.g. interactive apps, Q&As, panels, videos etc. We don't want death by PowerPoint!

Considerations

The session should:

- Address the brief i.e. effectiveness
- Provide new and/or provocative perspectives
- Inspire people to change their thinking or behaviour
- Be of interest to the wider industry
- Be single-minded

It should not:

- Be death by PowerPoint
- Be selling something
- Contain confidential information
- Appropriate another organisation or individual's work

Selection Process	Date
Entrant to submit synopsis via Event Managers Nicole@twodefence.com.au / Jessica@twodefence.com.au	1 July
Entrant submissions reviewed by independent panel	10 July
Entrant provided with feedback	15 July
Entrant re-submit synopsis (depending on feedback)	1 August
Presenting agencies selected and notified of status for MFA EX	15 August
Final presentation to be sent to Event Managers Nicole@twodefence.com.au / Jessica@twodefence.com.au	10 October
Selected agencies present at MFA EX	17 October

For queries please contact 02 9281 8788
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