

# New MFA Awards Chairs unveil 2023 vision

Mark your calendars now: The MFA Awards and MFA EX will return bigger and more diverse in 2023.



Still riding high from the collective energy of collaboration, inspiration and provocation at this year's triumphant in-person return of the MFA Awards and MFA EX, we're excited to announce both events will return in 2023 – with even greater interactivity, networking and education.

## 2023: Save the dates in your agency calendar

MFA EX MELBOURNE:

Tuesday 5 September 2023

MFA EX SYDNEY & MFA AWARDS:

Thursday 21 September 2023

### What's new in 2023?

Newly appointed MFA Awards Co-Chairs MediaCom Chief Strategy Officer Sophie Price and Initiative Chief Strategy Officer Chris Colter unveiled their vision for the events in 2023 at the recent MFA AGM, with the ultimate goal of linking both programs more strongly to our industry purpose of We Are The Changers.

Chris Colter said:

*"MFA Awards and MFA EX help us all celebrate new possibilities, challenge impossibilities and redefine what modern media planning can and should look like. Enhancing both programs to provide greater diversity and learnings will benefit the whole industry by ensuring we all become better at what we do for clients, while further demonstrating why We Are The Changers."*



Sophie Price and Chris Colter at the 2022 MFA Awards.

Sophie Price added:

*"Our goal is to shine a spotlight on our game-changing work to lift the reputation of the industry and instil pride in our people."*

In 2023 the MFA Awards will feature new categories, more education, signature judges, and much more:

- **Categories & Criteria audit.** To unlock more diversity of entries, more clarity on the role of media and the contribution of entrants and to ensure that the program is accessible to all.
- **Democratise Participation.** Develop a training program to upskill all agencies to best surface their work.
- **Formalised Feedback.** All entries receive transparent feedback from the judges to improve future entries.
- **Set Standard & Stature.** More consistently spotlight the award winning work to get best practice media more top of mind.
- **Signature Judges.** Recruit more C-suite clients and global agency judges; armed with clear criteria.
- **Annual Afterparty.** Cap off the awards dinner with a must-attend interagency/client/publisher networking event.
- **Education.** Maximise the awards as an education program.

MFA EX will feature:

- **Shorter, punchier sessions** with more interactivity.
- **Diversification of content** to cover more aspects of media.
- **Meaningful keynotes with clients**, providing inspiration from behind their 4th wall.
- **More time to network** and more break-out areas.
- **Shifting Melbourne MFA EX** to an all-day event rather than an afternoon event.
- **Digital takeaways** (summary + further info).

### *It's not too early...*

to start thinking about how you and your agency can present on stage at MFA EX - **all MFA members will be invited to submit MFA EX content ideas in March 2023.**