



PRESS RELEASE

FRESH PERSPECTIVES, DATING APPS & SUSTAINABILITY: MFA EX MELBOURNE INSPIRATION X TOPICS REVEALED

31 July 2024: Three future media leaders will take to the stage at **MFA EX Melbourne** to challenge and inspire the industry with their hot takes on unconventional media channels, modern-date focus groups and the power of personal action in this year's **Inspiration X** sessions.

The successful presenters were selected in a competitive process by the MFA EX panel of curators, after employees of MFA member agencies with less than 15 years' experience in the industry were invited to submit Inspiration X proposals. The Sydney speakers and topics will be revealed in the coming weeks.

The aim of the four-minute presentations is to present a new or provocative perspective, inspire our industry to change its thinking or behaviour, and address the theme of the MFA EX conference: Change for the Better.

MFA EX is designed to educate and inspire people working in the Australian media and communications industry, from newcomers to the most experienced media professionals. More than 2,500 people attended MFA EX in Melbourne and Sydney in 2023. This year's Melbourne event is taking place on Thursday 5 September at The Timber Yard, and in Sydney on Thursday 19 September at White Bay Cruise Terminal.

Taking to the stage in Melbourne on 5 September will be:

Ashley Hill, Media Coordinator, Match & Wood

Are we growing in the right direction: a fresh eyes perspective

Our industry is growing, but so is the number of clients each media agency professional is working across. That leaves little time to delve into what's happening in the wider economy. Maybe that's why agencies don't sit in boardrooms with client CEOs. Bringing a fresh perspective as the least experienced media buyer in the room, Ashley Hill will examine how agencies can be better seen as a partner to growth, rather than a cost on a balance sheet.

Annika Barrett, Senior Strategy Director, Carat

Swipe right for consumer insight: why dating apps are the ultimate focus group

From ghosting to catfishing, and absorbing as many hours as a full-time job, dating via dating apps often sucks. But, as Annika Barrett will explain in this session, dating apps are the ultimate focus group – a bonus for media professionals and marketers.

Zoe Stanek, Strategy Executive, Wavemaker

The power shift: sustainability beyond the boardroom

In a wake-up call to our industry, Zoe Stanek will remind the MFA EX audience that while there is no shortage of ambition or intention in sustainability, there is a shortage of short-term personal action. Highlighting the latest



statistics and offering actionable steps, she will call on individuals at all levels – not just the boardroom – to deploy their power and influence.

MFA CEO Sophie Madden said: “A highlight of MFA EX each year, the Inspiration X presentations consistently strike a balance between being informative and entertaining, with a healthy dose of provocation thrown in. Once again, I feel inspired and optimistic at the level of innovative thinking among our industry’s future leaders and can’t wait for everyone to be challenged and inspired by these talented individuals in September.”

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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.