

## Your guide to submitting a session for Mumbrella360 2024

Mumbrella360 is back for 2024, and for the first time will go live from Doltone House, Jones Bay Wharf in Sydney. It will be bigger than ever.

The event's new home is Doltone House, Jones Bay Wharf and with its waterfront surrounds, it sets the ultimate stage to assemble the finest media and marketing talent pool in Australia and from across the world. The conference, in its 13th iteration, now invites industry input to contribute to the bustling agenda.

Annually, we open submissions for insane ideas, dedicated research, leading case studies, exceptional industry talent, and more. And now, you have the opportunity to shape the Mumbrella360 program for 2024. This is a conference for the industry and by the industry. So, it is the industry itself that must drive the agenda.

But submitting a session is no cake walk—this is tough competition. In 2023, we received almost 200 submissions, of which about 60 were selected for the program. And those sessions attracted an audited audience of over 1798 people and approximately 1661 delegate movements. It's a stage that many visit but few master so to be considered and successful, only your biggest and best ideas will suffice.

So, what sort of ideas? One thing is certain—nothing is off limits. We'll happily consider the new, the crazy, the scary and the never been done before. If you're in need of some inspo, we have had gameshows, live chip implants, competitions to drop a media agency boss from a plane and Guinness World Record attempts. How will you make your submission stage-worthy?

If you have an interesting idea you'd like to discuss, please contact Diana Di Cecco, Event Content Editor on [ddicecco@mumbrella.com.au](mailto:ddicecco@mumbrella.com.au).

To submit a session, please do so via the form below.

**Submissions close at midnight Wednesday, 13th December, 2023.**

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### How to get in and what you get if you're selected

Across Mumbrella360, many of the best speakers and most intriguing sessions come directly from ideas put forward by the industry. It's what makes Mumbrella360 the biggest and best media and marketing conference in Australia.

If your submission is accepted, we'll give you the room for 45 minutes to deliver the session according to your own vision. Please allow at least five minutes for Q&A at the end.

Masterclasses will also be returning in 2024. If your submission is more suited as a Masterclass, please make a note of this when submitting your idea. Please note, if your session is accepted, we may also ask you to resubmit it as a 30 minute masterclass instead of a 45 minute session.

We'll also provide you with 10 session passes to invite clients and colleagues to see it for themselves. Speakers will get a pass to the full conference as well.

### The types of sessions more likely to be selected:

- Sessions where new research can be presented for the first time
- Speakers - particularly international speakers - who are not regular fixtures of the local speaking circuit. If you're part of an international organisation and may be able to persuade an interesting overseas colleague to join us, then we're always keen to talk to you
- Sessions where you can tap into your own network to find speakers that Mumbrella might not otherwise be able to reach
- Sessions exploring or discussing interesting media and marketing topics in a new way
- Unusual or risky session ideas that go beyond the standard format and keep things fresh for the audience while still having a clear objective. We genuinely like new and different (both in terms of speakers and ideas) and will workshop ideas with you to make them practical and unique for our audience
- Exceptional marketing case studies, particularly if the client will co-present
- Masterclasses teaching delegates about new and interesting ways of working and thinking

## The types of sessions we're unlikely to accept:

- Sessions that sound like they might be a sales pitch
- Ideas that propose more than two people from the same organisation are rarely selected
- Panels where all the speakers are of the same gender and lack overall diversity
- Sessions or speakers who will have recently appeared at other industry events particularly if they have presented a similar topic to what is being proposed
- Sessions where you are not confident you can deliver the promised speaker lineup

## Important notes and non-negotiables

- Each session will have a Mumbrella-appointed moderator to introduce and host a Q&A at the end, allowing audience members to ask questions. The Q&A is a compulsory component of all Mumbrella360 sessions
- Mumbrella360 sessions are recorded and may be published by Mumbrella after the conference in part or in full
- Mumbrella often isn't able to guarantee exact session times or stages until eight weeks prior to the event due to the complexity of the schedule. Thank you for your patience and understanding
- All speaker lineup changes must be cleared with Mumbrella. Speaker changes may affect the viability of the session. Please check availability of speakers for May 22 & 23, 2024, and ensure the dates are in their schedule prior to proposing them. If significant speakers fall through at the last minute, cancellation of the session is a possibility
- All costs associated with the submitted session must be met by the session organiser. If the session organiser wants Mumbrella to contribute to the costs, this must be clearly stated in the submission
- Sessions are rarely accepted 'as is'. Mumbrella will often workshop the session with the submitter to come up with an appropriate final result
- Session submitters assume all responsibility regarding speaker availability and are required to secure replacement speakers in the event of changes or cancellations. If speakers become unavailable or the session requires cancellation within two weeks of the event submitters will incur a \$500 cancellation fee payable within 30 days following the event

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Please bear in mind that the most common background of attendees at Mumbrella360 are those in marketing roles, followed by agencies including media, PR and creative.

Remember, the single biggest factor in deciding whether your session proposal is accepted is its title. The title will be what sells the session to us; and more importantly, the title will be the single biggest factor in helping delegates decide whether to choose your session over another one. So please demonstrate your creativity in devising that session title.

Please provide a four or five paragraph session description, explaining the expertise of the speakers and exactly what a delegate will learn by attending. Remember, this will later be published on the conference website and in the program. Try to stick to a 300 word limit.

Given that we receive many more proposals than there is room on the program, taking your time to get the session title and description right – and of course securing great speakers – will improve your chances of selection.

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