

YOUR GUIDE TO SUBMITTING A SESSION FOR MUMBRELLA360 2026

As we bring Mumbrella360 back for its fifteenth year in 2026, we're not interested in nostalgia.

We're interested in ignition.

The theme for Mumbrella360 2026 is **catalyst**.

The media and marketing industry doesn't need another passive parade of panels.

It needs heat. Friction. Momentum.

Change.

Catalyst creates:

- **Connection** that cuts across silos and enables hard conversations
- **Culture** shaped by the people in the room
- **Community** built on both affinity and disagreement
- **Creativity** with edge, and commercial power
- **Confrontation** - because consensus breeds complacency

We're inviting you to help shape a program that's provocative, practical and unmissable. If you've got an idea that challenges assumptions, redefines what media and marketing events can be, or offers a glimpse of the future, we want to hear it.

Whether you're delivering fresh research, igniting live debate, or designing an experience that could only happen in the room, now's the time to pitch it.

The Mumbrella360 program is built by the industry, for the industry. But make no mistake: it's competitive. In 2025, we received 120 submissions and accepted just 30.

The bar is high. The stage is real. So, bring your boldest and best.

What we're looking for in 2026

We're especially interested in:

- New research or data revealed on stage for the first time
- Brave creative thinking or case studies with measurable commercial outcomes
- Speakers we haven't seen at every other event, or from communities we haven't heard enough from
- Sessions that build energy, not just attention
- Experiential formats, co-creation, or real-time insight sharing
- Courageous provocations, live disagreements, and sessions designed for dialogue
- Ideas that reflect our five core streams:
 - **Craft:** Creative excellence, ideas that move people and markets
 - **Culture:** the shifts shaping our world, and what needs to change in our industry
 - **Changemakers:** the people and partnerships driving real transformation, new ideas and market disruption
 - **Cognition:** industry intelligence, deep thinkers, ground-breaking research, strategy and data
 - **Circle:** a space for experimentation, brand new formats that break the rules, rewire our expectations and redefine what media and marketing events feel like in 2026

If you have a bold, untested or outright unhinged idea you'd like to discuss, please contact Cat McGinn, head of curation on cat@unmade.media.

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

Submissions close at midnight Friday, 14 November, 2025.

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

Some of the most talked-about sessions at Mumbrella360 come straight from the industry - that means **you**.

It's what keeps the program fresh, fearless, and reflective of the media and marketing world we actually work in.

Mumbrella360 is Australia's biggest and best media and marketing conference. But that's because we make space for the full spectrum:

Left brain—strategy, science, research, data.

Right brain—creativity, craft, emotion, instinct.

And at the centre? The spark. The idea. The catalyst.

If your submission is accepted, you'll have 45 minutes (including Q&A) to own the room. You'll be showcasing your organisation and your work in front of 1500 of your peers and industry leaders.

Some sessions may be invited to run as 30-minute masterclasses instead. You'll also receive a full delegate pass, and (pending approval) up to 30 guest passes to invite clients and collaborators.

Please indicate which **stream** you feel best fits your submission.

Masterclasses will also be returning in 2026. If your submission is more suited as a Masterclass, please make a note of this when submitting your idea.

If your session is accepted, we may also ask you to rework it as a 30-minute masterclass instead of a 45-minute session.

How to make the cut

Submissions that stand out usually include:

- An original title that makes us—and our audience— stop scrolling
- A short, punchy session description that clearly spells out what delegates will learn
- Energy, edge, and something we haven't seen before
- A commitment to inclusion in speaker lineups and session design
- Sessions where new research or data will be revealed on stage for the first time
- Exceptional marketing case studies—especially when the client co-presents
- Speakers (especially international or underrepresented voices) who aren't regulars on the local circuit
- Sessions that tap into your network to engage speakers Mumbrella may not otherwise reach
- Ideas that explore media and marketing topics in a fresh or unexpected way
- Unusual or risky formats that go beyond the standard playbook but still have a clear objective
- Masterclasses that teach delegates new ways of working or thinking
- While we prefer presentations over panels, we're open to red-hot debates—especially if you're brave enough to bring your adversaries along

The types of sessions we're unlikely to accept:

- Panels with no diversity or no friction
- Sessions featuring more than two people from the same company
- Topics or speakers that have recently appeared at another event in this market
- Sales pitches dressed up as thought leadership
- Sessions where you are not confident you can deliver the promised speakers

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 the availability of speakers for May 27 & 28, 2026, 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.

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.

Make your session relevant to marketers as your primary audience.

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 your submission.

Please provide a four or five paragraph session description, outlining the expertise of the speakers and exactly what delegates will learn or gain by attending.

Remember, this will later be published on the conference website and in the program. Please 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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