

Your guide to submitting a session for Mumbrella360 2022

Mumbrella360 is back, in person, at the Hilton Hotel in Sydney for 2022. After two years away from a physical event, the 2022 conference is set to be the biggest coming together of the media and marketing industry in Australia for two years.

Mumbrella will continue on with Mumbrella360 as we left off in 2019, by involving the industry in creating the immense program.

Each year we open up submissions for crazy ideas, exclusive research, cutting-edge case studies, local and international talent, and more. It's your chance to shape the program and influence what gets shared during the conference. Who better than to help shape the conference agenda than the industry itself?

On average, around 60 sessions make it through to be part of the program - a program that attracted an audited attendance of well over 2000 people and around 17000 delegate movements in 2019.

Competition for a place is stiff. Over 300 submissions were received for the 2020 event which was shifted to a virtual event, so come with your biggest and best ideas.

Nothing is too new, too crazy or too scary to consider. We've already had gameshows, live chip implants, competitions to throw a media agency boss out of a plane and Guinness World Record attempts.

Submissions close at midnight Friday, 28th January, 2022.

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 media and marketing conference in Australia.

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

Masterclasses will also be returning in 2022. 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 40 session passes to invite clients and colleagues to see it for themselves. Speakers will get a pass to the full conference as well.

These are the types of sessions that stand a great chance:

- 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 panel 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
- Great marketing case studies, particularly if the client will co-present
- Masterclasses teaching delegates about new and interesting ways of working and thinking

What we don't generally accept includes:

- 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
- 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 the session and to 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 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 July 20 & 21, 2022, 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

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 at the event. So please demonstrate your marketing skills 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 as 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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