Your guide to submitting a session for Mumbrella360 2023

Mumbrella360 is back at the Hilton Hotel in Sydney for 2023.

Having made its return to the stage in 2022 following the impact of COVID-19, Mumbrella360 is set to be bigger and better than ever. Bringing together the best talent from media and marketing across Australia and beyond, the conference once again invites the input of the industry in contributing to 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 drive 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 1,500 people and around 60,000 delegate movements in 2022.

Competition for a place is stiff. Over 140 submissions were received for the 2022 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, 3rd February, 2023.

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 2023. 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 19 & 20, 2023, 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 note: session submitters assume all responsibility regarding speaker availability and are required to secure replacement speakers in the event of any changes or cancellations. If speakers become unavailable or the session requires cancellation within two weeks of the event they agree to be liable to 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 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.

Submissions close at midnight Friday, 3rd February, 2023.