



WELCOME PACK

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WELCOME TO NGEN

We hope you are excited to get started as an NGENer!
As you kick off your career in the media industry, we're here to empower, inspire and help you grow professionally.

The Media Federation of Australia (MFA) is the peak body representing media agencies, with a membership base representing over 90% of all media billings placed by media agencies in Australia. The MFA exists to champion a dynamic and thriving media industry.

Launched in 2008, NGEN is one of MFA's many initiatives, designed to support and guide new starters (with less than 5 years' experience) in the media industry, ensuring they develop the skills and network required for a successful career.

So, what does NGEN offer?

- 1) Training & development – learn from both professional facilitators and industry leaders.
- 2) Networking - build your professional network with 3000 likeminded colleagues.
- 3) Unique opportunities – Charity Cup, Halloween and the highly coveted NGEN Category at the MFA Awards

CRITICAL SKILLS
to work towards
your professional
goals

COMMUNITY
Build your network
and stand out from
the crowd

PATHWAYS
Develop your
leadership and
management skills

WHAT'S ON OFFER?

The NGEN community consists of 3,000 members, 60% of which are media agencies and 40% are media owners. Each NGENer must have less than 5 years' experience in the media industry.

Each year, we roll out over 50 events – with face to face in Sydney, Melbourne and Brisbane, and national webinars. Our 2024 calendar can be viewed [here](#).

Our workshops cover a vast variety of topics critical to developing a successful career in our industry. Attendance will empower you to:

- Gain **industry knowledge**, including the media landscape, understanding key stakeholders and how our industry operates. Our **NGEN Media Bootcamp** provides important 101 knowledge for those with less than 18 months experience.
- Strengthen your skills in **communication** and learn how to build your personal brand.
- Gain insight into the career opportunities available in the media industry and how to **progress and thrive**.
- Develop a range of soft skills that will improve your **personal performance**, such as resilience, critical thinking and creativity, to help you achieve your goals.

Social

Every year, the NGEN community partakes in social and charity events such as:

- **Halloween** to celebrate the end of the NGEN calendar, and a reward for the engagement, learning and development across the year.
- **Charity Cup** where NGENers come together to raise funds for youth-based charities in conjunction with UnLtd.

Recognising Young Talent

Enter the exclusive NGEN Category in the MFA awards to demonstrate your strategic thinking.

SIGN UP NOW

Follow the step-by-step instructions below to create your profile and register for an event.

Create your NGEN profile:

- 1) Go to our home page www.ngen.org.au
- 2) To create new profile click on Create NGEN Profile
- 3) Fill out detail as much as you can
- 4) Select your company in the drop down menu
- 5) Email address must be your work email address – the system will not recognise personal email addresses
- 6) Please select NGENer as Registration Type
- 7) Submit your application

Your registration should be approved straight away and you can get started registering for sessions!

Register for an NGEN event:

- 1) To register for a session you must log in to your profile first
- 2) Go to the Event section
- 3) Chose your Event and click Register
- 4) Your manager will get a notification that you are attending the event
- 5) Ensure you add the event to your diary so you don't forget!

WE REWARD OUR STARS!

If you attend 3 or more sessions in the year and leave your feedback you get an NGEN badge to upload to your LinkedIn profile or email signature, and an invite to our exclusive Halloween Party!



WHAT TO EXPECT?

BEFORE A WORKSHOP:

- When you register for an event you will get a confirmation email - presume you are in, but it will be **100% confirmed one week out**.
- If you can no longer attend an event **DE-REGISTER** – you need to give us 48 hours notice so we can ask someone else to come in your place – it's easy, just log into your profile, click on upcoming events and de-register from the session. Otherwise, we note you down as a no show.

FACE TO FACE:

- Two working days BEFORE the event you will get an SMS – with a 'Reminder' that you are attending.
- When you come to the session, BYO coffee and a pen – and be on time!

WEBINARS

- You will get an email with the link details the day prior to the session
- Minimise distractions and lean into your session, our workshops are not passive so take part and stay engaged! Keep your camera on!

POST WORKSHOP:

- **Feedback** – you will get an SMS or an email with a link to feedback. PLEASE fill out and SUBMIT this as it helps us fine tune our content!
- **Reflect** – be sure to share your learnings with your team, and reflect on each session, hold yourself accountable and identify any small changes to embed your learning journey.
- **Connect** – LinkedIn is a great tool to connect with anyone you meet, built your support network to help further your career!

CONTACT US

OUR TEAM



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CONTACT



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STAY UPDATED



NGEN an
MFA initiative



@NGEN_MFA