

Welcome Pack **2021**



Welcome to NGEN

We hope you are as excited as we are to get started as an NGENer! As you embark on your career in the media industry it is our job to empower and inspire you to help you help yourself and make the most of your media career.

The Media Federation of Australia (MFA) is the peak body representing media communication 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.

NGEN is one of many MFA initiatives. Launched in 2008 with the aim to support and nurture new starters in the media industry.

NGEN is about giving the young upcoming media specialists like YOU...

- 1) **Training & development**
- 2) **Industry networking opportunities & peer support**
- 3) **A chance to showcase your fresh ideas**
- 4) **A voice within the media industry**

**MORE THAN JUST
A TRAINING &
DEVELOPMENT
PROGRAM**

**NETWORKING
& PEER SUPPORT
COMMUNITY**

**THE NEXT
GENERATION OF
OUR INDUSTRY
LEADERS**

What's on offer?

NGEN currently boasts 3,000 individual NGEN members 50% of which are media agencies and 50% are media owners. Each individual NGENer must have no more 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 webinars with national coverage.

Our content is tailored to your experience level in media:

Less than 1 years – Brilliant at the basics. A basic understanding of the media landscape/industry and basic skills of a professional. Giving those who may have spent limited hours in the office this year a chance to get up to speed

1-3 years – Mastering your skills & building confidence
(presentation, communication, management) and your own brand (personal brand)

3-5 years – NGEN Plus. Leadership Intelligence (emotional, relationship, cultural)

NGEN CONNECT:

Social and Charity events such as the annual Halloween parties, and Charity Cups in support of our industry Charity Foundation UnLtd.

Recognising Young Talent

Rewarding great work through the MFA Awards NGEN Category. We also offer DIY sessions where NGENers can pitch their ideas.

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!

Note: If you are eligible for NGEN PLUS (3-5yrs), you will have access to the portal and can register for exclusive NGEN PLUS 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.



AN MFA INITIATIVE

What to expect at our events!

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**, especially if it's face to face pending COVID-19 safe numbers
- If you can no longer attend an event **DEREGISTER** – 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 deregister from the session.

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! Most sessions start at 8.30am sharp – we will not wait for you. Check our website for the latest COVID SAFE requirements.

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, our system will think you have not attended if you fail to do this. More importantly, this helps us fine tune our future content!

What to expect at our events!

Contact us at any time:

ngen@mediafederation.org.au
(02) 9282 9634

Our team:



Mel Aslanidis
Head of NGEN



Tahni Brooks
Event Executive

Keep up to date with what's happening!



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