

Turn it up with in 2020

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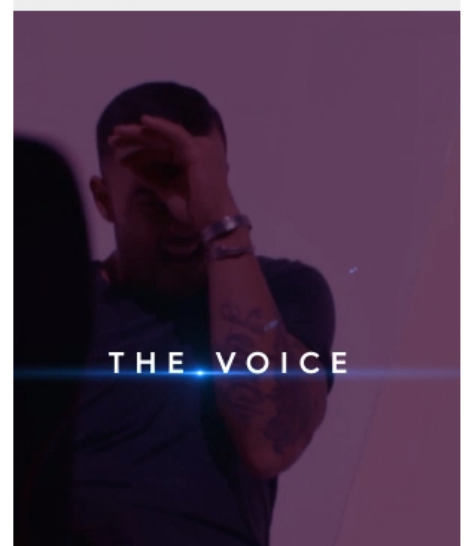
Mumbrella CommsCon to return in 2020 with new interactive stream, pitching workshop and exclusive brand research

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by **ABIGAIL DAWSON**



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Mumbrella CommsCon is returning to Sydney on April 2 with a new dedicated interactive stream, a workshop on pitching, and Red Havas' exclusive unveiling of its [Meaningful Brands 2020 survey](#).

Delegates will be the first to see the Australian findings from Red Havas' annual Meaningful Brands 2020 survey – a global study created by Havas Group which includes 1,800 brands in 31 countries, with 350,000 respondents including 10,000 in Australia.

**MEANINGFUL
BRANDS**
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trinity  **ogb.**

Red Havas, Trinity P3, Coca-Cola and One Green Bean are amongst the first sessions revealed for CommsCon 2020

Red Havas' Australian CEO, Sarah Trombetta – [who joined Red Havas from her previous role as Grey Group Hong Kong's CEO in March](#) – and Red Havas' APAC business director, Grant Richmond Coggan, will deliver the findings while unpacking what brands can do to be more meaningful and what percentage of content is failing to deliver. They will also

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explore the reasons why content can fail.



Trombetta and Richomd-Coggan will reveal Red Havas' Meaningful Brands Australian survey

Mumbrella CommsCon will also feature an interactive stream with Trinity P3's workshop on pitching among the first sessions announced.

Darren Woolley, global CEO of the management consultancy, and Nathan Hodges, managing director, will deliver a mock brief to the room, asking tables to reverse the brief and pitch it at the end of the session.



Woolley and Hodges will run a workshop 'Hands on Guide to Perfecting the Pitch'

With intimate consultation from the two industry leaders, this session will provide PR and communications professionals with the tools they need to construct a well-written and concise brief; interpret real business problems from a brief; reverse the brief back to the client; and develop a creative pitch in real time.

Also joining the line-up of speakers in the interactive stream is Coca-Cola South Pacific's social media lead, Annabel Archer, and senior social creative at One Green Bean and Coca-Cola South Pacific, Simon Jackson.

Jackson and Archer will run a round table workshop on how to produce cutting-edge and snappy content for social. The session will ask participants to re-produce and re-tell well-known stories for the speed of social media.




Archer and Jackson will present the workshop 'Cut the Crap: How to Make Shorter, Sharper Stories for Social'

Mumbrella CommsCon is set to take place on April 2, 2020 at The Fullerton Hotel in Sydney. Early bird tickets can be purchased [here](#).

Submissions for sessions are also open. To submit your idea, case study or topic suggestion [put forward a session proposal here](#).



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Abigail Dawson is a senior content journalist covering event content. Abigail was previously a senior reporter for Mumbrella covering the agency space. She graduated from RMIT University in 2016 where she completed a Bachelor of Communications (Journalism) majoring in politics, economics and businesses.



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