

## ***Exceptional Confidence Shown in New MICE Trade Platform, Get Global***

**Sydney, 29 June 2017:** Outbound MICE industry tradeshow, Get Global is pleased to announce its growing exhibitor list for the inaugural event being held in July. With over 90 exhibitors confirmed including a number of high-profile brands using Get Global to return to MICE exhibitions, companies exhibiting for the first time and new products which are due to be launched later this year.

Donna Kessler, Director and founder of Get Global, “The growing exhibitor list demonstrates the strength of the MICE segment, and the industry’s confidence in Get Global as a sales and relationship tool by investing in the platform and the format. To be able to attract global brands as well as emerging companies to our inaugural event gives us great assurance the MICE market is buoying.”

Gary Bender, Director and founder of Get Global, “Many brands have stayed away from MICE exhibitions in the past as they have not been able to provide return on investment for sellers nor delivered the right experience for buyers. Our industry knowledge and extensive research before launching Get Global, has allowed us to launch a unique format, where both the buyer and seller benefit and can achieve tangible outcomes.”

**Stefan Bruns, Deputy Managing Director, Asian Trails,** “We’ve had a very successful partnership with our representative office in Australia for many years but haven’t found the right trade show platform to support our business here. We exhibit at international trade events but until Donna and Gary approached us about Get Global, we hadn’t found the right fit for us at shows in this region. We felt the free following, one day format of Get Global format supported our business and sales strategies and enabled us to meet with the right buyers in one day.”

**Gai Tyrrell, Regional Director AU/NZ Hawaiian Airlines** said: “Our trusted relationship with the Get Global founders and their original approach to creating this unique new event has piqued our excitement and interest. We are delighted to participate and confident that Get Global will spearhead a transformation in the MICE trade Industry”.

Get Global provides an innovative and efficient business platform for international suppliers to connect with corporate meeting planners, incentive houses, PCO's, travel companies and anyone else that has international group business from Australia.

***Get Global will be held in The Gallery, at the International Convention Centre on Friday 28th July, 2017. Find out more: [www.getglobal.com.au](http://www.getglobal.com.au)***

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### ***About Get Global***

Get Global is a joint venture between two passionate industry professionals who have seen a gap in the market for an outbound industry tradeshow.

Our mission is to provide an engaging yet cost effective platform for international suppliers to connect with buyers who have international MICE business including Corporate Meeting Planners, Incentive Houses, PCO's and more.

**Gary Bender, MD, World Corporate Travel.** Gary has had 35 years' experience creating global corporate conferences, meetings and experiences for some of Australia's leading corporations. Beginning his career in travel back in 1982 in the UK for Thomas Cook, he has been in the business ever since. Now owner and Managing Director of World Corporate Travel (WCT) based in Sydney; a successful PCO and Corporate Travel Agency that has delivered incentive programs and conferences in Australia and all over the world.

**Donna Kessler, founder and director of Tourism Portfolio.** Since the company's inception in 2002, Donna has represented high quality destinations, venues, resorts and event suppliers to the meetings, incentives and tourism markets.

With almost three decades of experience in all aspects of tourism and the corporate industry. Donna has also held positions at the Intercontinental Sydney and Hilton International Australia and has won the acclaimed Meetings and Events Australia State and National Sales and Marketing Person of the Year Award in 2005 and 2008 and now supports these awards in a judging capacity.

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