



Unprecedented Global MICE Interest in Get Global 2018 Before Prospectus is Launched

Sydney, Wednesday 18 October 2017: Following the success of Australia's first, and only one-day MICE event dedicated exclusively to outbound product, Get Global, the Co-Founders are preparing to launch the 2018 prospectus to unprecedented interest from the MICE industry.

Donna Kessler, Director and Co-Founder, Get Global, "We could never have predicted the level of interest new and previous attendees have shown in being the first to receive the 2018 prospectus. We knew our inaugural Get Global tradeshow in July had disrupted the MICE industry event norm, but we didn't realise quite how hungry the industry would be across the board. They are literally knocking down our door to be the first to know about Get Global 2018!

"I believe our unexpected format, the strength of the exhibitors and purchasing power of the buyers, has been key to establishing Get Global as a leading global tradeshow and attracting key MICE players from around the world."

The unique format of Get Global has been praised by the 240 focused and business ready buyers and 120 exhibitors from around the world who attended the inaugural event.

Belinda Harvy, International Sales Manager, Australia and New Zealand - Movenpick Hotels and Resorts, "The fact we could schedule our own appointments via the app rather than on a set schedule was good as it allowed more time to talk to clients and understand what they are looking for.

"For a global product, the standard 10 minute speed dating type appointments is just not enough time. It also meant that everyone that came to meet with me during the show had a genuine interest in the product, rather than a lot of appointments just to fill the schedule.

"The quality of buyers was very high and they were engaged and willing to discuss their business. I personally found that discussions I had here were better than other trade shows and the show was focused on global business, it was much more beneficial for a company such as ours," concluded Ms Harvy.

With Get Global allowing buyers to circulate through the event at their own pace and into designated geographical zones to meet exhibitors, plus the educational and networking



opportunities, the event has set a new benchmark for those operating in the MICE tradeshow space.

Gary Bender, Director and Co-Founder, Get Global, “Having been to most of the major MICE tradeshows around the world, I realised only a limited amount of business was actually written in 10 minute slots in 3x3 booths.

“Get Global gives both buyers and sellers the opportunity to meet at their own pace. Relevant questions can be asked and answered, rather than one-way generic elevator pitches delivered. We are looking to continue to disrupt the global MICE tradeshow industry with our 2018 and encourage both buyers and sellers alike to register early to avoid being disappointed.” he continued.

Jillian Balch, Incentive Travel Concierge - EVT Incentive Marketing “It was great not to have appointments - but rather to spot the various exhibitors and think ‘this would be good to pitch for a client’s trip or event’ and then have a chat with them.”

With over 1320 connections made at Get Global 2017, the 2018 event is set to really deliver on its promise – Where the World Meets and attract even more buyers and sellers from around the world.

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Get Global – Where the World Meets, will be held at the International Convention Centre, Sydney on Friday 20th July, 2018. The VIP Press Conference will be held the afternoon prior to the event, Thursday 19 July from 4pm, at a secret location and followed by a welcome cocktail reception.

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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 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, launched in 2017, was hailed a huge success by exhibitors and buyers alike. This innovative format for doing business is an intensive one day exhibition with 100% international product and is NOT your typical tradeshow. After the success of the inaugural event, Get Global is back in 2018 with more exhibitors (Go Getters), more buyers and more countries represented.

GET ACQUAINTED

Gary Bender, Managing Director, World Corporate Travel. Gary has had 36 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, 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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