



E: info@businesseventscouncil.org.au
W: www.businesseventscouncil.org.au

ABN 25 441 791 002
ACN 147 573 706

4 May 2021

BECA and Get Local unite for the future of business events

The [Business Events Council of Australia](http://www.businesseventscouncil.org.au) (BECA) and Get Local unite. Dr Vanessa Findlay, BECA Chair announced today that BECA will have a strong presence at the event supporting all industry to rebuild and reignite business events.

Dr Findlay said *“Get Local is a great example of the initiative needed to get the business events industry back on track. Show founders Donna Kessler and Gary Bender should be commended for pivoting their Get Global event to cater for the needs of the local domestic industry.”*

“These critical buyer and seller national connections are a vital part of our recovery.” Dr Findlay added.

Get Local is expected to attract event managers, PCOs, meeting planners and incentive organisers looking to learn more about the domestic offerings across Australia, New Zealand and the Pacific.

Donna Kessler and Gary Bender, the co-founders of Get Local, say BECA’s whole of industry representation provides a unique opportunity for the industry to hear from the BECA members and their work on the industry’s recovery and rebound and also the longer-term 10 year vision.

Donna Kessler said *“There’s an appetite to GET back together and we are delighted that BECA will be representing the future of business events at Get Local”.*

“With confidence returning and the desire to meet in person Get Local are expecting a great take up from both buyers and sellers” Kessler added.

For more information visit www.getlocalexpo.com.au

– ENDS –

Contact details:

Dr Vanessa Findlay
BECA Chair
+61 407 895 813
vfindlay@businesseventscouncil.org.au

Business Events: delivering innovation, knowledge and performance for Australia

Business Events Council of Australia is an alliance representing: Association of Australian Convention Bureaux • Australian Convention Centres Group • Exhibition and Event Association of Australasia • Meetings and Events Australia • Professional Conference Organisers Association



E: info@businesscouncil.org.au
W: www.businesscouncil.org.au

ABN 25 441 791 002
ACN 147 573 706

About BECA:

The Business Events Council of Australia (BECA) was formed in 1994 as a peak industry body. It provides an umbrella structure for the key industry associations operating in the Australian business events sector: The Association of Australian Convention Bureaux (AACB), Australian Convention Centres Group (ACCG), Exhibition and Event Association of Australasia (EEAA), International Convention and Congress Association (ICCA)-Australian Chapter, Meetings and Events Australia (MEA) and the Professional Conference Organisers Association Inc (PCOA).

As the peak industry body for the business events sector we provide a single voice for the industry and liaise with the federal government and relevant agencies on matters common to all sectors of the industry. Our members represent the cross-section of the industry and we work together to build a strong voice for all sectors of the industry.

Business Events are major drivers of the Australian economy and generate trade, investment, employment, knowledge sharing and also stimulate the visitor economy.

For more information visit: www.businesscouncil.org.au

Business Events: delivering innovation, knowledge and performance for Australia

Business Events Council of Australia is an alliance representing: Association of Australian Convention Bureaux • Australian Convention Centres Group • Exhibition and Event Association of Australasia • Meetings and Events Australia • Professional Conference Organisers Association