



Association
of Australian
Convention
Bureaux

AACB and Get Local partner for industry success



Gary Bender & Donna Kessler, Co-Founders of Get Local

The Association of Australian Convention Bureaux (AACB) is excited to announce a new partnership with Get Local and support the success of their inaugural domestic business events showcase in July which will reconnect Australian destinations and industry suppliers with new business opportunities.

Andrew Hiebl AACB CEO said, *“The success of Get Local is in everyone’s interest as a key platform to restart the business events industry.”*

AACB's convention bureaux members will come together to exhibit at Get Local, representing some 1,800 business events businesses across the supply chain. Dedicated to driving meetings, incentives, conventions and exhibitions to their respective destinations, these convention bureaux will provide local support and expertise to event managers, PCOs, meeting planners and incentive organisers.

The connections made at the show will be vital to supporting the return of domestic business events and the recovery of the industry nationally. As convention bureaux secure business events for destinations across Australia, much needed future cash flow will be generated for suppliers industry wide.

Hiebl said, *"Australia's convention bureaux represent tourism and events operators across Australia and Get Local will be the first opportunity to reconnect with clients in-person at an industry-wide event since the shutdown of the business events industry a year ago."*

"Business events are a key driver of our economy and opportunities that emerge from Get Local will play a vital role in recovery as confidence grows and we see the return of business events right across Australia."

Donna Kessler and Gary Bender, the co-founders of Get Local, are delighted to partner with AACB and say there is an appetite to reconnect. The impacts of COVID-19 have been felt industry wide and Get Local will kick-start recovery by giving buyers and exhibitors the opportunity to meet with the right contacts, identify business opportunities, drive lead generations, build relationships and grow their networks.

Get Local will be a COVID-safe event and is listed as an approved business event with Austrade with access to funding under the Australian Business Events Grant Program.

For more information visit www.getlocalexpo.com.au



The peak business events network driving economic prosperity for Australia.

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