



FOR IMMEDIATE RELEASE: 7 JUNE 2021

Get Local expands footprint at ICC to cater for huge interest and launches Education Program featuring industry leaders

Get Local has already expanded its show floor footprint at ICC Sydney to meet the huge interest it has received from exhibitors and buyers. The show will now be hosted in both The Gallery and Parkside Ballroom to accommodate delegates attending the Education Program featuring well known keynotes and panel discussions being held live on 29-30 July.

Co-owners Donna Kessler and Gary Bender said the support for the show has been overwhelming.

“The support we have received from the industry has been truly outstanding. Donna and I are pleased to say we have sold out of the NSW, QLD and National Zone exhibition areas, but we still have some availability in other zones. We never expected we would need to expand the show footprint at this stage.

“Not only will we have the industry suppliers, but we now have a great Education Program lined-up,” said Mr Bender.

“Event delegates wanting inspiration and the latest industry news will hear from industry leaders as they provide important updates for the sector,” said Ms Kessler.

“**Tourism Australia Managing Director, Phillipa Harrison** will kick off The Presentation Zone where she will share Tourism Australia’s current activities and the latest initiatives being undertaken for the business events community.

“This will be directly followed by **The Hon John Sharp AM, Deputy Chairman, Rex Airlines**, who will share Rex’s strategy and future plans for domestic aviation in Australia,” said Ms Kessler.

The Education Program includes a Saxton Showcase with serial entrepreneur, **Lisa Messenger**; award-winning producer and presenter of the Health Report, **Dr Norman Swan**; and adventurer, traveller and master storyteller, **Caroline Pemberton**.

The program continues with presentations from Arinex with tips on turning events from virtual to face-to-face, a panel discussion from The Association Specialists on how for-purpose organisations manage risk and deliver value for members, and the Society for Incentive Travel Excellence ANZ will deliver a session on the power of incentives.

“While we have expanded, we are still capped on the amount of people able to attend. We expect places for the education showcases, the Get Together Welcome Event at Doltone House Darling Island, the networking lunch and cocktail party to be popular and we urge attendees to reserve a place now, so they don’t miss out,” said Ms Kessler.

For complete details on the two-day program visit: www.getlocalexpo.com.au.

PROGRAM AT A GLANCE

Thursday, July 29, 2021

- 1:00PM: Welcome from adventurer, television presenter and master storyteller, and Get Local emcee, **Caroline Pemberton** (courtesy of Saxton).
- 1:00PM: Tourism Australia Managing Director **Phillipa Harrison** on TA's ongoing strategy and initiatives to support the business events community.
- 1:20PM: Rex Airlines Deputy Chairman **The Hon John Sharp AM** on Rex's growth plans for the future and the domestic aviation landscape.
- 3:00PM: Arinex CEO **Nicole Walker** with some top tips to consider when turning your event face-to-face.
- 4:30PM: Executive PA Media will present survey findings into how businesses and their teams have adapted to working during COVID-19 and the return of events in our new world.
- 5:30PM: GET Together Welcome Event presented by Doltone House

Friday, July 30, 2021

- 9:30AM: Keynote – **Dr Norman Swan** who will share his insights into the latest on the virus and what the future may hold for meetings and events (courtesy of Saxton).
- 10.30AM: Risky Business – three high profile presenters will discuss how for-purpose organisations manage risk, move forward and deliver value to their members. Presenters include Sydney Showground COO, **Darryl Jeffrey**, AACB Chief Executive **Andrew Hiebl** and **Alexi Boyd**, Interim CEO of the Council of Small Business Organisations Australia (session presented by The Association Specialists).
- 11:30AM: The business case for incentive programs – presented by SITE ANZ
- 12:30PM: GET Networking Lunch
- 2:00PM: Keynote – **Lisa Messenger** will talk about cultivating killer self-belief, finding passion and purpose, thinking big and going global, strategic partnerships, building a brand and investing in yourself (courtesy of Saxton).
- 2:40PM: Managing Director APAC PCMA, **Karen Bolinger** – Reimagining the MICE Industry in a COVID World white paper.
- 4:00PM: GET Happy Cocktail Party

Full Program: https://www.getlocalexpo.com.au/getlocal_event.php

-ENDS-

Notes to Editors:

Gary Bender and Donna Kessler are available for comment via media contacts at Zadro:

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Images:

1. Phillipa Harrison, Managing Director, Tourism Australia



2. The Hon John Sharp AM, Deputy Chairman, Rex Airlines



3. Get Local 2021 banner (1)



4. Get Local 2021 banner (2)



More images can be found in this folder:

<https://www.dropbox.com/sh/9comqzncoox9xf/AAAuNXsofig1DVOAeWThQ4Zka?dl=0>

ABOUT GET LOCAL – Thursday 29 and Friday 30 July 2021 www.getlocalexpo.com.au

For many years Gary Bender and Donna Kessler have received strong support and encouragement from the industry to replicate the successful formula of Get Global for a local show.

Get Local is a meeting and events exhibition focused exclusively on Australasia's MICE market. This event draws the industry together to give buyers and exhibitors the opportunity to meet with the right contacts and build their network. There's so much on our doorstep and Get Local is excited to showcase our beautiful local destinations.

GET ACQUAINTED

Gary Bender, Managing Director, World Corporate Travel.

Gary has had 38 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. Gary is the 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 Tourism Portfolio'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 held positions at the InterContinental Sydney and Hilton International Australia, has won the acclaimed Meetings & 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.