



FOR IMMEDIATE RELEASE: 14 DECEMBER 2020

## **Get Local launches Exhibitor Prospectus for brand new face-to-face event for the industry**

*Event to kick-start domestic business event sector in 2021*

Forget hybrid, online and Zoom, *Get Local* – the face-to-face event for the business events sector – has launched its Exhibitor Prospectus for the 29-30 July 2021 Sydney event.

Organised by the people behind the hugely successful and award-winning Get Global exhibition series, founders Donna Kessler and Gary Bender said after a tumultuous 2020 the time was right to launch an Australasian business events exhibition designed to kick-start the industry, with pricing in line with the challenging year.

The open floor plan encourages visitors to plan their own day and connect with the suppliers they want to.

“A lot has changed because of COVID-19, but what we’ve seen is that people continue to want to connect. Get Local will give event professionals the opportunity to do so in a live face-to-face environment and at the same time, see which Australasian venues and suppliers are now most suited to their needs,” said Ms Kessler.

“Domestic meetings remain the strongest option for the foreseeable future which is why we’ve launched Get Local.

“We’re following the same principles we used for Get Global, a solid focus on facilitating our visitors in making deep connections between suppliers and end-users. It will be the perfect opportunity for operators to highlight what upgrades or changes they have made to their business over the past 12-months,” said Mr Bender.

Get Local will showcase venues, hotels, bureaux, AV, technology and suppliers to the business events sector across Australasia.

Organisers expect strong attendance from buyers (including event managers, PCO’s, meeting planners and incentive organisers). Click here for the Prospectus <https://worldcorptravel.eventsair.com/get-global-database/getlocal-exhibitor-enquiry>

**-ENDS-**

**Notes to Editors:**

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

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**Images:**

More images can be found in this folder:

<https://www.dropbox.com/sh/l25mzhlrzsmqdz/AACRd53iOPhBcMsUvo5XN1XMa?dl=0>

1. Aoraki, Mount Cook National Park, Canterbury, New Zealand. **Photo credit:** Rob Suited



2. Mount Warning Tours, Tumbulgum, NSW, Australia. **Photo credit:** Destination NSW



3. Get Local 2021



**ABOUT GET LOCAL** - Friday 29-30 July 2021

[www.getlocalexpo.com.au](http://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 Australia'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 country.

#### **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.