



For Immediate Release: 9 September 2020

New business event expo announced for 2021. It's time to meet face-to-face.

New show **Get Local** to focus on the industry, suppliers, and destinations of Australasia

Gary Bender and Donna Kessler, owners of Get Global, today announced the launch of their inaugural domestic business events show called **Get Local**, which will take place on Friday 30 July 2021 at ICC Sydney.

Celebrating Australasian destinations and suppliers, Get Local will take inspiration, ideas and show format knowledge from their multiple award-winning international destination show Get Global, to create an affordable and dynamic event experience for local buyers and suppliers.

Co-founders Gary Bender and Donna Kessler believe the power of relationships and connecting with each other face-to-face is the essence of our industry.

"We, like our entire industry, have felt the impact of COVID-19 in our day-to-day businesses, so we want to do something concrete to help the industry kick-start again.

"Get Local gives us a chance to re-connect and inspire the business events industry in Australia, New Zealand and the Pacific. By July 2021, we will be well and truly ready to see our friends and colleagues and get back to business," said Mr Bender.

Get Local will be a COVID-safe event adhering to all state and federal requirements in place at that time.

"We create a fun day out of the office where the focus is networking and learning opportunities. There has been industry pressure for some time for a local show and now is the right time to push ahead with our plans. There is so much incredible product available and conferencing is a key driver of our economy, it's time to focus on what we have in our own backyard.

"We welcome the industry to get behind this new initiative and take part in what will be a new and exciting platform. Unique sponsorship and partnership opportunities will be available," said Ms Kessler.

Get Local will showcase metro and regional suppliers and activities, giving direct access to leading event, meeting and conference organisers with a view to support the MICE industry in 2021 and beyond.

Save the date: Get Local, Friday 30 July 2021, ICC Sydney.

To register your interest and for more information: www.getlocalexpo.com.au

-ENDS-

Get Local

THE MEETING PLACE

Notes to Editors:

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

Jessica Kauffman, Senior Account Manager, Zadro | +61 400 433 182 | jessica@zadroagency.com.au

Felicity Zadro, Managing Director, Zadro | felicity@zadroagency.com.au

Image: Gary Bender and Donna Kessler, owners of Get Global and Get Local



Get Local banner



ABOUT GET LOCAL - 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 Australia's MICE market. This one-day 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.