



FOR IMMEDIATE RELEASE: 23 MARCH 2021

NSW on show at Get Local

Today, **Get Local Expo** announces a major partner, **Destination NSW**, with 20 industry partners including Hunter Valley, Central Coast and the stunning Orange region, to be showcased at the inaugural event, at ICC Sydney on 29 and 30 July 2021.

Destination NSW, the Government's tourism and major events agency will partner with the exhibition to provide event organisers with their latest offerings and news.

NSW Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said it was great to have the opportunity to showcase NSW at ICC Sydney this July, as the return of more face-to-face business events ramps up.

"We know that the recommencement of business events will be crucial in rebuilding and supporting the industry, and the NSW Government is focused on making sure event planners know about the many great locations and venues that regional NSW has to offer.

"It's been fantastic to see the boost in confidence in NSW in getting back to business and attending events in-person, and we look forward to shining a bright light on our fantastic state at the inaugural Get Local Expo," Minister Ayres said.

Get Local will provide event managers, PCOs, meeting planners and incentive organisers the opportunity to learn more about the domestic offerings across Australia, New Zealand and the Pacific.

Donna Kessler and Gary Bender, co-founders of Get Local, say that 'uncertainty' isn't a word that comes up during Get Local planning sessions.

"The local domestic industry needs this event and it will go ahead. Get Local is a business events expo and a place to reconnect and do business which we need more than ever in 2021," Mr Bender said.

"2020 was the year of hibernation, 2021 is the year of collaboration and Get Local is the vehicle to make that happen.

"The power of person-to-person events is a proven fact. A comprehensive survey, undertaken by Business Events Sydney and the University of Technology, of delegates attending five separate meetings found 91 per cent of delegates agreed that the face-to-face meeting exposed them to new and innovative ideas."

“Businesses need ideas and to innovate, and it can’t continue to be done in isolation,” said Ms Kessler.

The open floor plan of Get Local will encourage visitors to plan their own day and connect with the suppliers they want to see. Get Local will showcase venues, hotels, bureaux, AV, technology and all other suppliers to the business events sector across Australasia.

“It’s time to re-connect, re-build and re-engage as a collective and Get Local is where that’s going to happen,” Mr Bender said.

Registrations are now open for Get Local.

Click here to register – www.getlocalexpo.com.au

-ENDS-

Notes to Editors:

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

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Video:

<https://www.getlocalexpo.com.au/video/GetLocal2021.mov> or <https://youtu.be/KseSWjC1VI>

Images:

1. Photo credit @oneillphotographics



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4. Get Local 2021 banner



More images can be found in this folder:

<https://www.dropbox.com/sh/9comqznzcoox9xf/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.