



Get Global Wins in Its Inaugural Year

Sydney, Thursday 5 April 2018: In a sign of strong industry confidence, Get Global, the one-day MICE trade event dedicated to outbound product, has been awarded the Exhibition of the Year at the Meetings & Events Australia 2017 NSW Industry Awards in Sydney.

“The feedback we received from our inaugural event in July last year was incredible, but we certainly did not expect to win last night,” said Gary Bender, Co-founder of Get Global.

“It is a great honour and recognises the hard work our team put in to deliver a truly exceptional event. I believe, by changing the expected MICE trade format and launching a new and untested concept, we have proven to have disrupted and exceeded industry expectations,” Gary concluded.

Unlike other trade events, Get Global enables buyers to circulate through the event at their own pace and focus on designated geographical zones to meet exhibitors, setting a new benchmark for those operating in the MICE tradeshow industry.

In 2018, the event will also launch the Inspiration Corner, located right on the exhibition floor, driving educational leadership in the trade event space. Buyers and sellers will be inspired by travel and business experts from around the globe, in partnership with ICMI Speakers & Entertainers.

Donna Kessler, Co-founder of Get Global, “We were really honoured to be presented with the Exhibition of the Year award and would like to thank Meetings & Events Australia for recognising Get Global and the position it now holds amongst MICE professionals and international vendors.”

Get Global – Where the World Meets, will be held at the International Convention Centre, Sydney on Friday 20th July, 2018.

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ABOUT GET GLOBAL

Get Global is a joint venture between two passionate industry professionals who have seen a gap in the market for an outbound industry tradeshow. Our mission is to provide an innovative and efficient business platform for international suppliers to connect with corporate meeting planners, incentive houses, PCO's, travel companies and anyone else that has international group business from Australia.

Get Global, launched in 2017, was hailed a huge success by exhibitors and buyers alike. This innovative format for doing business is an intensive one day exhibition with 100% international product and is NOT your typical tradeshow. After the success of the inaugural event, Get Global is back in 2018 with more exhibitors (Go Getters), more buyers and more countries represented.

GET ACQUAINTED

Gary Bender, Managing Director, World Corporate Travel. Gary has had 36 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. Now 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 the company'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 also held positions at the Intercontinental Sydney and Hilton International Australia and has won the acclaimed Meetings and 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.

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