

***GET GLOBAL appoints LCA Communications
as interest for the new exhibition concept grows.***

PRESS RELEASE: For Immediate Release

SYDNEY 9 November 2016: To keep up with the growing interest in their innovative event, which will connect the global MICE industry with Australian buyers, GET GLOBAL has appointed LCA Communications Group to coordinate public relations and communication efforts.

A joint venture between two passionate industry professionals, Donna Kessler from Tourism Portfolio and Gary Bender from World Corporate Travel, GET GLOBAL is a unique and innovative event which is cost effective for exhibitors and exclusive to international product.

“Our mission is to provide a platform for international suppliers to connect with time poor corporate meeting planners, incentive houses, PCO’s, travel companies and anyone that has international group business from Australia,” says Bender.

“We’ve already received a remarkable level of interest from tourism and hospitality organisations internationally, and we now need to take our communications efforts to the next level.” Bender added.

Lindy Andrews, Founder and CEO of LCA Communications Group, is up to the task, having steered Australian luxury and experiential exhibition, Luxperience, to success in 2013 & 2014. As CEO for the 2014 event, Lindy led the Luxperience team to a hugely successful outcome.

Lindy brings over 20 years’ global tourism experience to the GET GLOBAL partnership and both Kessler and Bender agree that she and her team will prove to be a valuable asset.

“Lindy is well-known within tourism circles, most recently through her achievements during her tenure with Luxperience,” Ms Kessler said. “Her understanding of the value of a strategic global communications plan to business events, in addition to her extensive knowledge of the MICE industry makes Lindy and her team ideal partners”

“I’m delighted to be working with GET GLOBAL. This innovative event, created by two of the industries dynamic leaders, will undoubtedly prove to be the MICE business platform of the future” Andrews said.

Get Global is designed to suit the full range of international suppliers, everything from airlines, hotels, cruise companies, destination management companies and tourism boards, venues, event staging companies, global sales offices, AV, IT or merchandise suppliers.

GET GLOBAL will be held in July 2017 in Sydney at the International Convention Centre. With the view to expanding it to include Melbourne. Interested parties should contact Donna and Gary for further information.

Date: Friday 28 July 2017

Time: Doors open 9.00am, with a networking function between 4.30pm and 6.00pm.

Where: The Gallery, International Convention Centre, Sydney.

Contact:

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About GET GLOBAL

Gary Bender, MD, World Corporate Travel. Gary has had 35 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 of 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.