

Format of Innovative GET GLOBAL Event is Supported by New Global Research

Sydney, Monday 21st November 2016: Recently released research, looking into the opinions of global tradeshow and exhibition attendees, supports the need for innovation and business focus in the MICE trade event market.

The research, commissioned by UFI – the Global Association of the Exhibition Industry through event research specialists Explori, has found visitors to exhibitions around the world want to see innovation, in the content and on the exhibition floor, over educational sessions and even networking.

The findings are echoed by the directors of the new ground-breaking trade show, Get Global, to be held next July at the brand new International Convention Centre.

Get Global is taking a unique approach to the MICE exhibition space. Not only is the one-day event the first MICE business platform in Australia dedicated exclusively to outbound product, but also buyers and sellers will benefit from the open format. The exhibition space will also allow buyers to liaise with sellers in themed geographical zones as they can maximize their time at the event.

Gary Bender, Director and founder of Get Global, explains, “Through our industry experience and trade contacts, we had already established an industry-wide desire for a more business focussed, condensed event. The research findings released by UFI support our position to bring Get Global to Sydney and really create rewarding relationships between Australian buyers and international sellers.”

“We are moving away from the ‘normal’ trade display set up. Instead, taking you on a journey around the globe and, as an exhibitor, all you need to pack is yourself and your favourite presentation device,” said Bender.

Donna Kessler, Director and founder of Get Global, “We wanted to ensure our buyers and exhibitors could maximise their contact time at Get Global. Buyers are not committed to pre-scheduled appointments with sellers that are not relevant. They will simply receive a program prior to arrival, so they are able to select specific product relevant to them,” continued Kessler.

Get Global provides 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 will be held in The Gallery, at the International Convention Centre on Friday 28th July, 2017. Find out more: www.getglobal.com.au

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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 engaging yet cost effective platform for international suppliers to connect with buyers who have international MICE business including Corporate Meeting Planners, Incentive Houses, PCO's and more.

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.

The research findings can be found at www.ufi.org/research