



Get Global Reappoints Leading Communications Agency for 2018

Sydney, Wednesday 1 November 2017: As Get Global, Australia's only one-day MICE event dedicated exclusively to outbound product, prepares to launch its 2018 prospectus, the Co-Founders have confirmed leading tourism and travel communications agency, LCA Communications Group, will once again manage the public relations and communications activity for the trade event.

Led by global tourism expert, Lindy Andrews, the LCA team brings a wealth of knowledge and industry experience to Get Global. Having taken Australian luxury and experiential exhibition, Luxperience, to success in 2013 and 2014, Lindy is perfectly placed once again to drive the communications activities for Get Global.

Founders of Get Global, Gary Bender and Donna Kessler, are pleased they have been able to engage LCA once again. "By having Lindy and her team on-board for another year, allows us to build on the learnings and foundations from Get Global 2017. Lindy's ability to develop and execute strategic global communications plans was instrumental in the success of our event. The quality of the buyers and sellers we attracted from around the world, exceeded our expectations for the inaugural event, and we look forward to creating another great event in 2018."

Lindy Andrews, Founder and CEO of LCA Communications Group, "Donna and Gary have proven themselves to be innovators in our industry and the success of the first Get Global has shown how the global MICE community has embraced a new trade platform. We are looking forward to assisting them in driving the 2018 event forward."

The format of Get Global allows buyers to circulate through the event at their own pace and into designated geographical zones to meet exhibitors. With no set appointments, educational and networking opportunities, the event has set a new benchmark for MICE tradeshows.

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Get Global – Where the World Meets, will be held at the International Convention Centre, Sydney on Friday 20th July, 2018. The VIP Press Conference will be held the afternoon prior to the event, Thursday 19 July from 4pm, at a secret location and followed by a welcome cocktail reception.





GET 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 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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