

**FOR IMMEDIATE RELEASE**

## **Inaugural GET Global Hailed a Triumph**

*(Sydney, 09 August 2017)* The inaugural GET Global outbound MICE tradeshow held at the ICC Sydney on 28 July has been hailed a triumph as 120 exhibitors showcased a diverse range of products, destinations and experiences from 20 countries to 240 buyers. Over the course of the one day event the 2200 sqm show floor was abuzz with conversations as 1320 connections were made between buyers and exhibitors.

GET Global's fresh new format was based on the organizers active involvement in the MICE industry combining their unique insights and personal experience with industry consultation to set Get Global apart from the traditional trade show model.

Co-founders Gary Bender and Donna Kessler said their goal for GET Global was to assist international companies and suppliers in achieving sales results while building outbound MICE travel opportunities.

They were delighted with the support and feedback received from the industry thanking their partners, the buyers and exhibitors for contributing to the success of the inaugural event.

"We achieved what we set out to do by the bucket load.

We provided a show that was user friendly, with professional B2B meetings and chats. The fun and quirky style with open walk and see through areas gave the room warmth, a constant hum and a great atmosphere.

The buyer flow throughout the day was great, some even coming back for seconds!

The positive feedback received on the day and over the past week has been amazing from exhibitors on their ROI and buyers congratulating us on a great show.

By the support shown both by the exhibitors and buyers on the day it seems the message is clear - the industry has embraced the new concept.

Exhibitors be aware you will need to get in quick for GET Global on 20 July 2018," said the Co-founders.

Initial feedback from the buyers was overwhelmingly positive. They loved the freedom of walking around with the music up meeting informally in the relaxed funky setting. Both buyers and exhibitors enjoyed being able to talk at leisure without being hustled by a 10 minute presentation in the confines to a 3x3 cubicle.

Everything was organised for the exhibitors ensuring they had the opportunity to meet key decision makers and prospects interested in their products, generating short and long term leads while building their relationship database. They didn't have to do a thing apart from turn up with their devices and sell to the high calibre buyers.

The first 40 buyers to register were treated to an exclusive smartphoneography workshop, an hour's session on fun and practical tips to use when taking photos and videos with their smartphones.

<http://zoomschool.com.au/smartphoneography/>

After a day of media briefings and face-to-face meetings on the show floor it was down tools around the globe and time to GET Happy over drinks and canapés. The champagne flowed, prizes were drawn and attendees were transformed into real live Hobbits while J Geeks entertained the large crowd celebrating the success of the day and kicking off the weekend in style.

**GET Global – Where the World Meets will be held on Friday 20 July 2018 at the International Convention Centre (ICC) Sydney**

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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.

**Find out more:** [www.getglobal.com.au](http://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.