



Inaugural MICE Trade Event Wins at National MEA Awards

Adelaide, Wednesday 9 May, 2018: Following their win at the Meetings & Events Australia 2017 NSW Industry Awards in April, Get Global, the one-day MICE trade event dedicated to outbound product, has been awarded the Exhibition of the Year at the MEA National Awards last night in Adelaide.

Amongst very tough competition, Get Global Founders, Donna Kessler and Gary Bender commented on the win, “we would like to offer our congratulations to all the other nominees as well as MEA for running such a terrific national conference and awards night once again.”

Putting their win down to “a lot of hard work and dedication from our amazing team of professionals,” Gary and Donna recognise that Get Global has disrupted the MICE trade event industry.

“We really wanted to produce an event where the business needs of our global exhibitors and the time restraints of our buyers, were prioritised. From the feedback we have received, and of course this win, we have definitely delivered on our aim.”

“Australia is fortunate enough to host some of the best events in Australia and we have a rich history of exceptional trade exhibitions. Thanks to the support of local and national government we have built some of the best exhibition spaces in the world and with Get Global, we have been able to showcase one of the newest venues to our global exhibitors,” Gary concluded.

With buyer registrations having opened last week, and only a few months until the event begins, this is busy time for the Get Global team.

Buyers can enjoy free registration to Get Global which also includes the Get Up & Go breakfast with renowned nutritionist, Lola Berry, entry to the cocktail function, the Inspiration Corner, as well as lunch, morning and afternoon tea, and barista coffee throughout the day. With no pre-scheduled appointments or arrival time to commit too, buyers can be flexible throughout the day and make the most of the new and existing international products, arranged in geographical zones.

To register, buyers simply need to visit getglobal.com.au

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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