

Media statement: 4 March 2020

Get Global owners get the pressures of the industry amidst COVID-19

Show postponed to 2021

Despite selling over half of their show floor five months out from the event, the co-owners of Get Global 2020, Gary Bender and Donna Kessler, have decided to postpone due to concerns over the implications COVID-19 will have on buyer's capacity to book and spend in the year ahead.

Mr Bender said: "The success of our show's brand is based on very strong ROI for exhibitors.

"We know, as we work every day in the industry, that the impact of Coronavirus on international business travel has been severe and our exhibitors who sell international destinations are particularly impacted."

Ms Kessler added: "Therefore, rather than risking a lower than normal return for exhibitors, we have taken the decision to postpone the show until 2021.

"We want the best for our exhibitors and buyers and this decision, while hard to make, is the best decision for all involved.

"Exhibitors will be offered full refunds, or secured spots in our 2021 show.

"We look forward to a great Get Global 2021 and the industry coming together post this unfortunate global incident."

Get Global will return to the Sydney International Convention Centre on Friday 30 July 2021.

www.getglobal.com.au

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Notes to Editors:

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Image: Gary Bender and Donna Kessler



ABOUT GET GLOBAL

www.getglobal.com.au

Get Global is a joint venture between two passionate industry professionals who identified a gap in the market for an outbound industry tradeshow. Heading into its fourth year, the show is an innovative and efficient business platform for international suppliers to connect with corporate meeting planners, incentive houses, PCO's, travel companies and anyone else who has international group business from Australia.

Get Global, launched in 2017, and 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.

In 2017 and 2018, Get Global was awarded 'Exhibition of the Year' at the National Meetings & Events Australia (MEA) Awards.

GET ACQUAINTED

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 & 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.

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.