

Get Global website launches with exclusive opportunities for early-bird 'Go Getters'

Sydney: Monday 10th October 2016. Get Global has today announced the launch of its website, providing information on how to register for this much anticipated event, and exclusive opportunities for early birds.

"Get Globals' innovative format comes as a result of planning and communication with the trade. Having the event on a Friday enables international exhibitors – or Go Getters – a full working week to network and build connections with Australian buyers, finishing their week with the Get Global event.

"We learned from the industry that our exhibiting partners are keen to utilize the Get Global platform to host local and interstate buyers to showcase their products during a lunch or dinner event and securing their place early will enable them to lock in their guests sooner" says Kessler.

Get Global, to be held next July at the brand new International Convention Centre will be the first MICE business platform in Australia dedicated exclusively to outbound product.

Following the recent announcement of the launch of Get Global there has been significant interest in this innovative event, from both buyers and sellers and the website provides detailed information on the many ways exhibitors can benefit by participating, and gives exhibitor's and buyers the opportunity to register early online.

This one-day trade show, held on a Friday, is an open format where 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.

"Get Global is moving away from the 'normal' trade display set up. Instead, we are taking you on a journey around the globe and, as an exhibitor, all you need to pack is yourself plus your favourite presentation device," adds Bender.

Using an open plan floor design, the Get Global layout will be segmented into geographically themed zones for Go Getters to exhibit. Each zone will be fully furnished and appropriately themed with a mix of props, feature walls and vinyl prints.

"Go Getters simply turn up and instantly begin connecting with buyers. Every zone will be visually inviting to incentivise buyers to travel their way around the 'globe'."

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.