



## ***Get Global Launches its Eagerly Awaited 2018 Prospectus***

**Sydney, Wednesday 8 November 2017:** After months of working through the feedback of buyers, exhibitors and suppliers alike, Get Global, Australia's only one-day MICE event dedicated exclusively to outbound product, has today launched its much awaited 2018 Prospectus. The 2018 event will see improvements and additions made directly from the attendee comments.

After a highly successful inaugural event in July 2017, where 240 buyers and 120 exhibitors came together in an intensive one day exhibition with 100% international product, the team behind Get Global are ready to announce the improvements to the 2018 program.

According to the Founders, Donna Kessler and Gary Bender, the 2018 event will draw double the delegate numbers and those attending will be impressed with the improvements made.

"After our first event, we spent a long time going through the thoughts of all our attendees. We want to make sure Get Global delivers the type of event both buyers and sellers make as their one essential trade event of the year. This will only happen if we listen and execute," said Mr Bender.

Holly Ballard, Account Manager, Meetings, Conferences & Incentives - Hawaii Tourism Oceania, "The 2017 Get Global event was very successful for us. We really felt Donna and Gary had listened to the needs of the industry and created the trade event we have all been waiting for. After sharing with us the change for 2018, we will definitely be one of the first to register – I don't want to miss out!"

Amongst other changes, the 2018 event will see an Inspiration Corner, where a series of highly acclaimed and inspirational speakers will present snippets of their current, industry relevant keynote speeches throughout the day. This area has been designed to attract more corporate buyers for the duration of the day.

"We've listened and will implement more theming, more signage, more partnership opportunities and more in zone catering so buyers and sellers do not have to abruptly stop conversations and move away to eat," Ms Kessler said.

The Ultimate Exhibitor Package has also been developed for those exhibitors who would like to stand out from the crowd. With a larger, dedicated, themed zone, including multiple meeting



areas, increased branding and the option to choose the location with other like-minded exhibitors, the Ultimate Exhibitor Package also allows for more staff to be present to engage buyers.

**Early Bird Offer** - those registering before Friday 29<sup>th</sup> December will save \$300!

For exhibitor groups there is an added bonus - Purchase six spot and receive seven, or purchase nine tickets and receive eleven.

With over 1320 connections made at Get Global 2017, the 2018 event is set to really deliver on its promise – *Where the World Meets* and attract even more decision makers from around the world.

The full 2018 Get Global Prospectus can be viewed here [getglobal.com.au/Prospectus2018](http://getglobal.com.au/Prospectus2018)

***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](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 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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