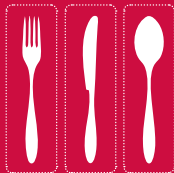


Practical Activity Menu

-Where you're in charge



ICELAND'S LEADING EVENT MANAGEMENT AND DMC

Appetizer

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An **appetizer** is an ideal to stimulate the appetite. Feed your guests with a short activity in the city or offer a unique icebreaker on your first day. These can be mixed together or with other courses to make the perfect menu for your group.





01 Team building program at the beach – All year round as surprising at that may sound

It's crazy enough to have a man made beach in Reykjavik, not to mention the fact that the sea is heated for the Icelanders to enjoy the so called summer. We find it irresistibly tempting to offer our foreign guests a visit to the beach all year round. The activities in our team building depend on the season and we might even offer your group a refreshing dip into the 4°C sea during winter period.

02 Amazing Reykjavik Race

Some say that a two hour bus ride is an ideal way to experience Reykjavik, we beg to differ. The Amazing Reykjavik Race is an ideal way to explore our little capital. We've created an amazing race where teams are put to the ultimate tourist challenge. Through creative tasks they'll visit Reykjavik's highlights and get to know the city in an exciting way while boosting the team spirit.

03 Chef's choice

Let's put on the apron and get ready for some culinary action. We're taking you to one of Iceland's leading restaurants where the group will be divided into smaller teams who compete in a culinary competition. It goes without saying that we'll provide all the necessary equipment to make sure that our guests at least master the "look" in the kitchen.



unique – be Practical

- 04 Recycled yet fashionable**
Team up with local designers and take your team to a fashionable recycle crash course. Your group gets an insight of how these designers have created a brand based on recycling old garments and bringing them back to life with added creativity and colors. Following a short presentation guests will be able to make their own garment with a little help from our local designers. Fun, creative and environmentally friendly, what else can you ask for.

- 05 Is your team beating as one – Energy boost**
A drum circle is an ideal way to start your incentive in Iceland or as an exciting break-out during meetings and conferences.

- 06 Let the Music Play**
How about releasing all your restraints and create some music? Being one of Iceland's leading event management companies we also have the privilege of working closely with many of Iceland's talented musicians. Artists from different sectors of the music industry assist us in releasing the creative power from within your team. A rapper, opera singer, human beat box and a local pop star take your group to a new level and you'll be amazed with the outcome."





relaxed – **be Practical**

07 Practical café

Why do great ideas often generate from the cafeteria? It's because of the laid back atmosphere and comfortable setting they provide.

For some reason many great ideas often seem to go down the drain with the remains of your coffee.

At Practical Café we bring ideas to life and make sure that your team enjoys every minute of it.

You just need to come up with the topics and we'll create the perfect setting.

Add spice to this course:

We'll dress up the management team and have them act as waiters for the group.

This way they get to witness the work taking place in the room while while your team is having a blast.



AND SOMETHING FOR THE TASTE BUDS

Icelandic Dinner

Dinner in the centre of Reykjavik where an Icelandic vocal artist performs live music during dinner and guests enjoy a special Icelandic meal.

Crazy waiters

An evening filled with surprises and actors who dress up as waiters. Get ready for the unexpected and for your guests and let your guests be the center of attention

Let's play bingo

How about a unique bingo entertainment in between courses.

The restaurant is located in the heart of the city centre and ideal to check out Reykjavik's nightlife following an unexpected bingo dinner.

Burger Joint

You don't need to go to the local Burger Joint, we'll bring it to you. Working closely with one of Iceland's leading hamburger place we can set up the unique Burger Joint anywhere you like. The Join't crew is relaxed, lively and fun to hang out with. Minimum 40 guests and all the necessary props are included.



lively – be Practical

Starter

The **starters** are ideal to mix with your half day meeting or as optional day tours. Activities that last 4-6 hours including transfers and are quite tasty to say the least.

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be

cool – be Practical

08 ATV adventure in the Lava fields

We've created a unique tour on the Reykjanes Peninsula where the action and adventure is simply a part of a bigger picture. Imagine riding your bike in the midst of a lava field, on black sandy beaches and watch the Atlantic Ocean pound the surrounding cliffs. En route we'll serve the group warm chocolate on the beach or in a cave.

09 Icelandic Super Trucks – the extended version

The Top Gear team came to Iceland to witness these vehicles... and the insane drivers in person. We're happy to introduce to you the tourist version. The guys have promised to behave but still make your heart pump. Truly unforgettable and exactly what the adrenaline junkies are looking for.

10 Iceland from Above

We can't take you to the moon, but we can offer a thrilling helicopter ride over Reykjavík city and touch down on Mount Esja overlooking Reykjavík city and Hvalfjörður bay. Your team will need to create a company flag and set their mark on the area and following that they can enjoy light refreshments on top of the world... or Reykjavík at least.

11 Indulge yourself

Iceland is a geothermal wonder and we sure know how to make use of all this natural hot water. Indulge yourself in the ultimate Reykjavík Spa day. A visit to Laugar Spa includes entrance to one of Reykjavík's leading fitness areas, geothermal swimming pool and the spa with its scented saunas, salt water hot tub, cozy relaxation areas and restaurant. All guests receive a voucher for light refreshments to enjoy during their visit.





12 Underworld adventure

Explore a hidden world of the lava field between Þingvellir and Laugarvatn. Walking in a cave and discovering the marvels that volcanic activity has created in the past is a trip that everyone can undertake. The Gjábkakhellir cave is a perfect example of an Icelandic lava tube and is situated in one of the most active volcano areas in the world. We climb, crawl and walk on our travel beneath the surface. Really cool trip for those that are not afraid of the dark and want to experience something totally out of the ordinary!

13 Whale watching

Take part in an adventure at sea with an unforgettable trip into the world of whales and sea birds. Conveniently located in Reykjavík's old harbor, a three hour journey can bring you up close to whales in their natural habitat. To make the trip even more comfortable, we provide our passengers with warm, floatable overalls and raincoats.

14 Blue Lagoon

The Blue Lagoon geothermal seawater is a part of an ecocycle where nature and science work in harmony. The seawater originates 2000 meter/6562 ft beneath the ground where it is heated by earth's natural forces. At this depth the temperature is 240°C/464°F and the pressure is 36 times the pressure on the earth's surface. The geothermal seawater comes into contact with cooling magmatic intrusions and captures the earth's minerals, resulting in this unique natural source known for its healing power and actives. Are you ready to take a relaxing dip into the lagoon?

Add some spice to this course:

Offer your guests a relaxing shoulder massage in the lagoon and a cool cocktail served in the lagoon.



player – **be Practical**

15 Let's go out to sea

Sea angling is a fantastic experience. The crystal clear air and the excitement of catching a fish in the happy company of first-timers and experienced fishermen make this a must-do trip.

Add some spice to this course:

Why don't we bring a harmonica player with us, compete in fishermen skills and taste our catch on board.

AND SOMETHING FOR THE TASTE BUDS

Viking dinner

Let's dress up as Vikings and visit the Viking Village in Hafnarfjörður. This evening is quite barbaric, filled with surprises and entertainment for your group.

Visit Yoko's Peace Tower and enjoy a nice meal

A short boat trip to Víðey Island, visit Yoko's Peace Tower and enjoy a nice meal in Víðeyjarstofa.

Dine Around in Reykjavík

Dining around in Reykjavík is an ideal night out for your guests. We have a wide selection of restaurants and we're sure that all members of the group will be able to find something that excites the taste buds, Icelandic seafood, Asian, Indian, steakhouse or Italian.





Main Course

Our **main courses** are packed with adventures and we can tailor our trips around your wishes.

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- 16** **Glacier Adventures**
We leave Reykjavik in the morning and head towards the glacier. En route we'll offer some off road adventures and grab a bite for lunch in an old farmhouse. After lunch we gear up and head to the top. A glacial hike on Sólheimajökull gives your group an introduction to ice climbing and is available almost every day of the year.
- 17** **The Golden Circle with a twist**
We're guessing you've heard of the Golden Circle, one of Iceland's most popular tourist route. On this tour you'll visit Thingvellir National Park, Geysir hot spring area and Gullfoss waterfall. We however avoid everything that's typical. Compete in Iceland survival skills at Thingvellir, enjoy a packed lunch in a local greenhouse and visit Iceland's gems.

Add spice to this course:

If you are looking for more action we suggest upgrading to our favorite super jeeps and perhaps go for a thrilling ATV tour in the Geysir area.



amazing – **be Practical**

18 Europe's largest glacier

We fly east to Höfn in Hornafjörður, a young town partially framed by Vatnajökull Glacier, larger than all other glaciers in Europe combined. We'll drive from the airport towards to Jökulsárlón Glacier Lagoon, where huge, aqua-blue icebergs dot this mystical space. We board a boat and shove off for an otherworldly cruise, zigzagging between the imposing bergs. This area was the setting for the opening scenes of the James Bond film, *Die Another Day*. The coach then takes us to the base of Vatnajökull Glacier where the driver shifts into low gear and we slowly meander up the mountain track. The temperature becomes cooler and suddenly most everything on earth is white. At the staging area, we eat a good lunch in the glacier lodge before slipping into protective jumpsuits, helmets and gloves. We pick out one snowmobile, mount it and after brief instruction head into a world of splendid simplicity. The sights and sounds and silences of this majestic environment are peacefully exhilarating. There is only the now. We then return to the airport for the flight to Reykjavík.



be

amazing – be Practical

19 Rafting

We offer river rafting in Iceland on rivers of all shapes and sizes... Choose your adrenaline level according to your abilities and desire! Check out river rafting trip on the Hvítá River that everyone can have fun on. Its location, close to the Geysir/Gullfoss area has great advantages for travellers that intent to visit the Golden Circle.

20 The jewels of the North

A mere 45-minute flight from Reykjavik is the beautiful town of Akureyri, often referred to as the capital of the North. This tour is packed with amazing landscape, activities and a relaxing bath in Myvatn Nature Bath.

Add some spice to this course:

We highly recommend extending your tour and enjoy a gourmet meal at Strikid restaurant where our guests can admire the view from the top floor and enjoy live music during their meal.



AND SOMETHING FOR THE TASTE BUDS – OUTSIDE REYKJAVIK

Get wild – Private Country Lodge

If you are looking for a unique dinner setting we've got just the one. Dine in style in the Icelandic country side in a privately owned country lodge. This is for those who want simply the best.

Icelandic langoustine, served by the sea

This is an ideal stop on our way back to the city following a glacial hike or the Golden Circle tour. A local seafood restaurant, specializing in the Icelandic langoustine. The perfect setting to end your day and even better if you're still wearing your outdoor clothing.

Glacial Buffet

If you want to extend your visit on the glacier we suggest an outdoor buffet



Dessert

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We've created a tasty selection of **sweet desserts** to top of a good meal. In other words, suggestions for a gala dinner that makes sure that your group leaves Iceland just like they had the perfect meal.

21 Experience the Contrasts

Many of our guests are amazed by our landscape and the contrasts they witness during their stay in Iceland. We love to mix all this together by creating a gala dinner where all the different elements in the nature are in a leading role. We'll take care of finding the perfect venue for the event and create an unforgettable evening with audio visual experience and a menu that matches the contrasting theme.

22 The Land of Ice and Fire

Many have experienced an Ice and Fire themed gala dinner. The Practical team however loves to play with the icy elements from our surroundings as well as our fiery volcanos. Do you want to start with the hot red theme and cool down in the end of the evening or the other way around? We design the event around your group by finding a venue for the event, booking artists and teaming up with an Icelandic culinary artist to create an icy and fiery menu for your group.



outstanding – **be Practical**

23 Viking feast – nice and easy

You can offer the barbaric Viking dinner to your guests (which is a lot of fun) but you can also offer your guests a Viking experience which is a bit more settle... and comfortable. Icelandic Viking singers perform Icelandic folk songs during the pre dinner drinks which are served from a sheep horn according to the tradition. The starter is a mixed plate giving you an example of the Icelandic cuisine, followed by the Icelandic lamb which is a true delicacy and dessert. The venue will be decorated according to our theme and your Viking waiters will set their mark on the evening. Guests will be able to enjoy a photo shoot with Leifur Eiriksson or other Vikings and learn more about Viking traditions during.

24 Iceland Music Awards

The Icelandic music industry has been booming in the last few years. Icelanders are said to be quite eccentric and we still have plenty of talent waiting to be discovered. For this evening we'll prepare a special program with Icelandic artists performing during the gala dinner

25 Signature Look

One of our strongest aspects is creating signature events for our clients. We've worked with many international companies in maintaining their brands and creating an even stronger one through a memorable event. Put us to the test and make us come up with a creative solution for your corporate group.



We are ready to take your order and hope you will enjoy your meal. We remind you that this is just a sample of what we can do for you. Once we get to know who you are and what you like we can put together the perfect menu for you and your group.

Be your own chef – Be PRACTICAL

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