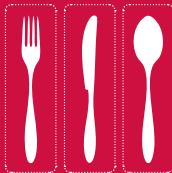


Practical Activity Menu

-Step into our creative kitchen



ICELAND'S LEADING **EVENT & DESTINATION** MANAGEMENT COMPANY



Appetizer

An **appetizer** is 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 combined with other courses to make the perfect menu for your group

be

different – be Practical







playful – **be Practical**

01 **Team building at the beach – All year round - as surprising as 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 program depend on the season and we might even offer your group a refreshing dip into the 4°C sea during winter period. This is actually a quite popular activity with the locals!

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 **New! The Horse Whisperer**

The horse is a fascinating and sensitive creature that has served man for thousands of years. Working individually and as a group with a horse will give you a new perspective on your group's dynamics and spirit while giving it a good "shake". This is a unique opportunity to get to know the beautiful Icelandic horse as well as work on cooperation, communication and leadership skills.



cool – **be Practical**

04 **Chef's choice**

Let's put on an 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.

05 **New! Meet the Designers**

The Reykjavik city center is a real treat for the fashion lover. There you can find an array of shops and boutiques that display and sell chic clothing from Icelandic and international designer labels. We suggest that we line up a few of the foremost Icelandic designers and invite you to their showrooms where you can shop or simply enjoy what they have to offer.

Add spice to this course: 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?







relaxed – **be Practical**

06 **New! Comedic Reykjavík**

Would you like to see your group happy and laughing? Take a guided tour around the city with Iceland's most sought after comedian. He is not only a comedian but also is closely linked to the Icelandic history in so many peculiar ways. This is a great way to get to know the comedic side of Icelandic history, politics and the daily life of an Icelander.

Add spice to this course: Cover more ground by riding a semi motor charged bicycle or by scooter.

07 **Get into the Beat**

Does your team have the right rhythm? We believe it is important to make sure that your corporate heart is beating as one. A drum circle lead by a professional drum circle instructor is an ideal way to start your incentive in Iceland or as an exciting breakout during meetings and conferences.

08 **Let the Music Play**

Being one of Iceland's leading event management companies we also have the privilege of working closely with many of Iceland's talented musicians. Musicians 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 pop star take your group to a new level and you'll be amazed with the outcome.



memorable – **be Practical**

09 **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 your team is having a blast.



AND SOMETHING FOR THE TASTE BUDS

Icelandic Dinner

An Icelandic themed dinner in the centre of Reykjavík where a local singer performs live music and guests enjoy an authentic Icelandic meal.

Crazy waiters

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

New! Íslenska Hamborgarafabrikkan (e. Icelandic Hamburger Fabric)

Check out this concept based hamburger restaurant. The founders of Hamborgarafabrikkan, currently most the popular Icelandic restaurant, are the hosts of the Icelandic Idol and were chosen marketing entrepreneurs of 2010. Have them visit your group and share their experience while you enjoy a tasty and, if you like, healthy burger.

New! Taste the Saga

Mead, beer substitute, brennivín: These are all a part of our ancient and current history. Ölgerðin (e. The Brewery), Iceland's oldest brewery invites you on a unique journey through the drinking saga. Taste the quirkiness of Iceland while listening to stories about the drinking culture as it was in the past and how it is today.



Starters

The **starters** are ideal to mix with your half day meeting or as an optional day tour. They include activities that last 4-6 hours with transfers and are quite tasty to say the least.

be

sociable – be Practical







outstanding — be
be Practical



10 **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, on top of a mountain or in a cave.

11 **Icelandic rally cars – Go crazy!**

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 drivers have promised to behave but still make your heart race. Truly unforgettable and exactly what the adrenaline junkies are looking for.

12 **New! Spectacular Heli tours**

We can't take you to the moon but some say that Iceland is sort of a "moon substitute". We can, however, offer a thrilling helicopter ride where you can experience Icelandic nature from above.

- We view Reykjavík city from above and touch down on Mount Esja overlooking Reykjavík city and Hvalfjörður bay. Your team will need to create the company flag and set their mark on the area. Following that, they can enjoy light refreshments on top of the world... or Reykjavík at least.
- Fly over the volcano Eyjafjallajökull and experience the awe inspiring effect the eruption had on the natural environment. The crater is still smoking, the surrounding nature is amazing. The rough wilderness, vast black sands, glaciers, waterfalls... This is a once in a lifetime experience!!!



outstanding – **be Practical**

13 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 Reykjavik Spa day. A visit to Laugar Spa includes entrance to one of Reykjavik'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.

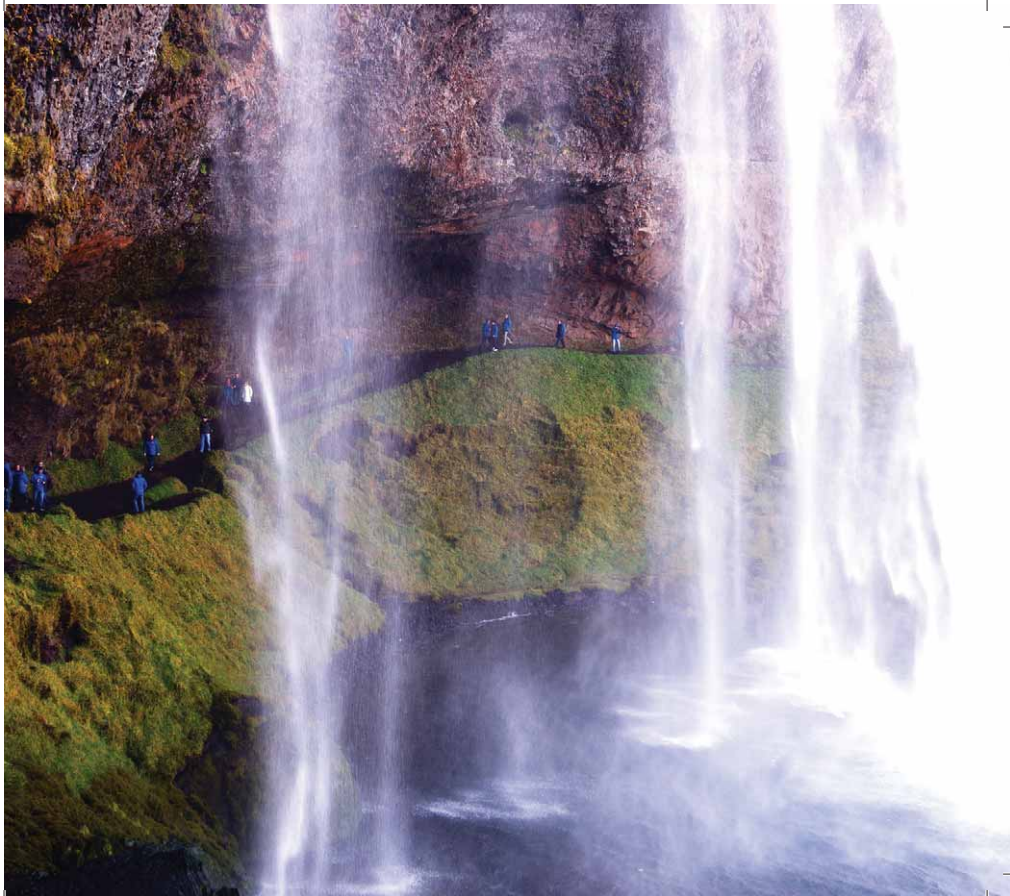
14 Underworld adventure

Explore an underground world of lava field between Þingvellir and Laugarvatn. Walking in a cave and discovering the marvels that volcanic activity has created in the past is an activity 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!

15 New! Cultural Reykjavik

Is your group interested in history and culture? We offer a guided tour of some of the city's primary cultural sites – this can be done partly by foot and by bus. For example the National Museum of Iceland, which emphasizes on the cultural history of Iceland, and the National Gallery of Iceland, which features Icelandic and foreign art from the 20th and 21st century.








appreciative - be Practical
be





16 **Blue Lagoon**

Are you ready to take a relaxing dip into the geothermal wonder that is the Blue Lagoon? This place is known for the healing power of its water and natural mud that consists of three key factors: it is rich in minerals (anti-aging), silica (strengthening) and algae (revitalizing). The lagoons temperature is a warm and welcoming 38°C/100°F and its color is “out of this world” electric blue. A true “must see” for every visitor.

Add some spice to this course: Offer your guests a live vocal performance in the lagoon, a relaxing shoulder massage and a cool cocktail served in the lagoon.

17 **Let's head out to Sea**

Sea angling is a fantastic experience: Breathe in the crystal clear air and feel the excitement of catching a fish in the happy company of first-timers and experienced fishermen. Experience the coastal view of Reykjavik and even spot some whales and seals playing around. This is a trip to remember for your group.

Add some spice to this course: Why don't we bring an accordion player with us, compete in fishermen skills and taste our catch on board?

18 **New! Icelandic Horse**

The Icelandic horse was brought here with the settlers and has not been cross bred with any other horse breed. Have a close encounter with Iceland 's most beloved animal while getting in touch with nature. It is small but sturdy horse, sure footed, social and good humored. This is an ideal way to travel, while enjoying nature. You are also respecting the delicate balance of the ecosystem.



amazing – **be Practical**

19

Whale watching

Take part in an adventure at sea with an unforgettable trip into the world of whales and sea birds. Conveniently located in Reykjavik'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.

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

The Imagine Peace Tower is a memorial to John Lennon and is an inspiring piece of art. Every year this column of light acts a beacon of hope and peace during the dark months of winter in Iceland. It's lighting takes place on Lennon's birthday: the 9th of October and is lighted every night until the 8th of December. Take a short boat trip to Viðey Island, visit Yoko Ono's Imagine Peace Tower and enjoy a nice meal in Viðeyjarstofa: Get inspired by peace and human goodness!

Dine Around in Reykjavík

Dining around in Reykjavik 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, Italian & fusion styles.



Main Course

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



be

creative – be Practical







20 **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 glacier gives your group an introduction to ice climbing and is available almost every day of the year.

21 **New! Super Truck South**

An early departure from your hotel and we head to the south approaching the spectacular landscape surrounding the Þórsörk area. There we enjoy some off road adventures and head up to the roots of the glacial volcano Eyjafjallajökull to explore Gígjökull glacier. The effect of the eruption is evident and an awe-inspiring sight. We enjoy some refreshments in the natural surroundings before we take a short hike from Langidalur valley to Húsadalur valley. Subsequently we drive to Þjórsárdalur valley where we visit various natural wonders such as: Gjáin, Hekla volcano, Iceland's highest waterfall Háifoss and more.

Add spice to this course: Travel through Þjórsárdalur valley by ATV bikes.

22 **The Golden Circle with a twist**

We are guessing you've heard of the Golden Circle, one of Iceland's most popular tourist routes. On this tour you'll visit Þingvellir National Park, Geysir hot spring area and Gullfoss waterfall. We however avoid everything that's typical. Compete in Iceland survival skills at Þingvellir, enjoy a packed lunch in a local greenhouse and visit Iceland's gems. A skidoo ride on Iceland's second biggest glacier, Langjökull, is a great way to tie a knot on this excursion. – We recommend super jeeps for this experience.

Add spice to this course: Have a strongmen competition lead by real life Icelandic strongmen or enjoy a vocal performance in between the continents at Þingvellir national park.



outstanding – **be Practical**

23 **Skidoos and Warm Pools**

This trip can be mixed with the Golden Circle or stand on its own. We head upwards and inwards to Langjökull, Iceland's second largest glacier. Once there we suit up and hop on powerful skidoos to experience the glacier first hand. This trip can take up to 4 hours and ends up in the highland natural warm pool area. Option of an overnight stay in mountain lodge.

24 **Reindeers, Icebergs and ATV's**

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 Jökulsárlón Glacial 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. After this phenomenal boat ride we are off to some adrenalin hunting and reindeer seeking. We take a ride in the shadow of the Vatnajökull glacier and experience true wilderness and vastness.





25 **Glacial River 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 a river rafting trip on the Hvítá River, suitable for everyone in the group. Its location, close to the Geysir/Gullfoss area has great advantages for travelers that intent to visit the Golden Circle.

26 **Jewels of the North**

A mere 45 minute flight from Reykjavík 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 Mývatn Nature Bath.

Add some spice to this course: We highly recommend extending your tour and enjoy a gourmet meal at Strikið restaurant where our guests can admire the view from the top floor and enjoy live music.

27 **New! Magic of Snæfellsnes**

This trip offers so many things for your group. We hop on a boat and sail from Reykjavík to the Snæfellsnes peninsula. On the way we can enjoy sea angling and whale watching. At Snæfellsnes peninsula the options are endless. We suggest a visit to the Shark museum a horseback ride on a black sand beach followed by team building activities and dinner at a local seafood restaurant. It might be a good option to stay at a rural boutique hotel – renowned for its murder mystery games.





28 **Saga country**

Did you know that Iceland boasts of a true heritage treasure that is “The Sagas”? The Sagas are stories of Vikings and kings from around the year 1000 Ac. One of the more interesting ones, Egilssaga, took part in West Iceland. We hop on a bus and drive to the province of Borgarfjörður. Firstly we visit the Settlement Centre in Borgarnes where we get to know Egilssaga and the Icelandic settlement. Next stop is Reykholt where we get to know the man behind the Sagas and we learn about elves and trolls at local exhibitions that offer some very interesting games and hiking paths. To top off this day we visit the home of champion Icelandic doughnut maker – a charming lady named Jakobína.

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 countryside 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.

29 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 of 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 menu that matches the contrasting theme.

Dessert

To top off a good meal you need to have a **sweet and tasty dessert**. In other words: We have created a variety of gala dinners to make sure that your group leaves Iceland feeling like they had the perfect meal.

30 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 fiery volcanoes.

Would you like 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.

31 New! The Hidden World of Iceland

A huge part of the Icelandic culture is our quirky superstitions, especially the ones about the elves and trolls. On this gala night we'll create the perfect mixture of Icelandic myths. We suggest a standing buffet with smaller sitting areas across the venue. Rowing artists such as fortune tellers, elves and hidden people and rune readers perform. The focus for this evening will be for the guests to blend together and experience something completely different. The setting will include a backdrop and photo shoot, low fog, sound effects and forest scent.

be

special - be Practical





32 **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 subtle... 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 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 our many Viking traditions.

33 **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

34 **New! Lagoon of Radiant Blue**

Knock the socks off your team by taking them to a gala dinner at the inhouse Blue Lagoon restaurant; Lava. The restaurant offers an exclusive bar area, beautiful view overlooking the lagoon itself and is framed by a natural rock wall that is perfect for the setting. After dinner your group will have the whole lagoon exclusively for themselves. Cocktails in the lagoon, a DJ and live performances by dancers and singers will make this night absolutely unforgettable.



be

exciting – be
practical

35 **New! Let's go back to the Golden Years**

How about a themed gala night at Reykjavik's oldest and most elegant hotel? During the Second World War Reykjavik was booming with life. First the British army and later the American army did bring a lot of color to the local social life. Hotel Borg's Golden Ballroom was the hotspot where dances were held and young women fell in love by the dozens. This evening will embody the early war years, by décor, cuisine and entertainment.

Add sugar to this course: Offer hair and makeup appointments for the ladies and hats for the men.

36 **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.

practical

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

Contact the Practical waiters at:

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