

## Authenticore Value-based as core

*The real voyage of discovery is not in discovering new lands, but seeing with new eyes.  
(Marcel Proust)*



In this crisis we all need to ask ourselves WHAT is actually the value of our trade?

How can we create INCENTIVES and MEETINGS with meaning?

This is the challenge we like to address in this newsletter.

Only in the Norwegian language the word “ildsjel” exists, which has the translation “fire soul”. It describes those locals, who are passionate, burn for their work and have the courage to do so. They are the core of our programmes and in the last 15 years we have discovered that simple value is what changes the dynamics in a group, brings people together and let them see each other with new eyes. It is that value, which inspires a meeting and gives a deeper meaning to an incentive experience. They are those moments who truly give an insight into the Norwegian tradition, culture and way of life.

## Discover the soul of Norway



Norway- a country of contrasts. The fjords which only existing in Chile and New Zealand, too, the Lofoten with its thousand islands, white beaches and crystal clear waters, the huge country with only 4.8 million inhabitants, the Northern lights and midnight sun, the Sámi or Lappish people in the high north and the soft countryside in the South - a

country of an enormous potential and endless possibilities to discover. A country which was one of the poorest until 1969 and is now one of the richest in the world.

**Let us inspire you for the WINTER to come!!**

## OSLO - The capital with a healthy lifestyle



Oslo with the fjord in the centre, the huge forest area just 15 away and the culture in the centre is quite unique as a capital.



In the winter we can move from snow activities to cultural discovery and combine it with a tour on zodiac boats through the Oslofjord with its 40 islands. We invite you to discover the nature with snow shoes or trying cross country skiing, building snow and ice sculptures. Just making a fire in Mother Nature and cook coffee and bake bread on a stick is a simple thing many people never have done before. This is a perfect scenario for a good sharing and learning about the Norwegian way of live in a big city.



We can even move your conference in a big log cabin in the middle of the forest with break-out rooms in Lappish tents and combine business with leisure at one place.



The city centre offers many cultural aspects from visiting the huge sailing boat Fram with which

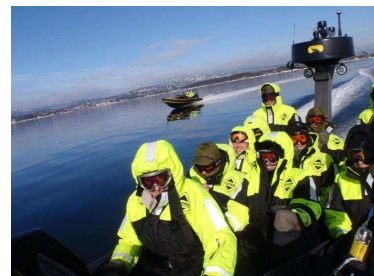
Nansen and Amundsen conquered the poles to the Nobel Peace Museum, showing the history of these great people who contributed to the world's peace and the impressive sculptural park "Vigelandparken".



Visit Oslo's newest attraction the newly build ski jump Holmenkollen which is the newest in the world, a state-of-the-art ski jump boasting the most modern technical design – a monument to world-class engineering. The Holmenkollen museum presents the history of skiing over the past 4000 years. It is also possible to visit the top of the ski tower, where you can enjoy a spectacular view of the city and the fjord.



You want to experience something special? Be a part of the Nordic Ski World Championship held at the Holmenkollen on 23<sup>rd</sup> February – 6<sup>th</sup> March 2011.



Oslo offers a lot of nice restaurant serving local food for all sizes of groups. How about moving on horse carriage to a cosy dinner in a dragon style restaurant or take zodiac boats to a lunch in an idyllic village on the outskirts of Oslo?

## DAGALI - A small village with a creative approach

Dagali has 165 inhabitants and is located just 20 minutes from a famous ski station.



One of our “ildsjel-firesouls”, Tor, had the glorious idea to use a closed-down airport as an adventure arena. Tor has created the only car cross race track in Norway where one can experience the contrast of driving fast and learning to move on ice combined with a scooter tour by night into the forest.



We can start the journey already from Oslo airport with renting our own cars and driving through the back land with a road book to Dagali. On the way we are invited for a delicious local lunch before we arrive at our destination.



As a contrast to the speedy experience it is a MUST to spend a day with dog sledding on the high mountain plateau. This is as a perfect metaphor for leadership and enthusiasm. The dogs LOVE their work and we get to know the secret of dog sledding, learn about the qualities of the leading dog, harness our own dog team and dive into the silence of nature, 2 people sharing one sledge.

## FINNMARK - The cradle of the Sámi people

### ALTA



High up in the tundra we find the Sámi people with their reindeer herds and the endless tundra.





It is a destination both for small and bigger groups. We recommend spending one night at the Igloo Hotel or even start building it up together with locals or decorate your own company igloo from the inside with the company values carved in ice.

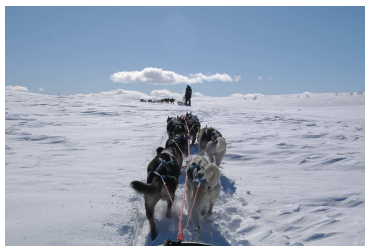


Then we move to a farm with 26 beds (for bigger groups we stay at a hotel) where we are in the middle of nowhere. A place where you can “hear the silence” and the starting point for a long dog sledding adventure and a snow scooter tour.

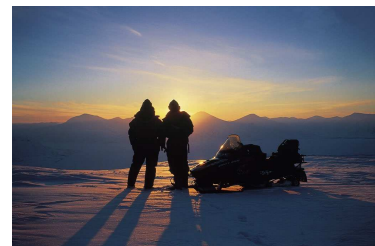
In the evening after having enjoyed the sauna and wooden bathtubs, the owner (an excellent cook) invites you to cook outside around a huge fire and a wooden shack.

## **KIRKENES**

Another destination even higher up North is Kirkenes located at the Russian border and the last station of the famous Hurtigruten.



With dog sledding or snow scooters we can explore the amazing nature alongside the Russian border to a small settlement on the Barents Sea at the mouth of the Jakobselva river that forms the border with Russia.



Another exciting activity you can experience is going on a king crab fishing tour using both divers and pots to catch those huge creatures. Our catch of day will be served for dinner.



An exotic adventure only 2 hours flight from Oslo and easily combined with our rich in contrast capital.

**We hope we inspired you to meet us at the  
EIBTM Norwegian stand J500.**