



Get- the-idea

Reykjavík, Iceland: creativity at work

Before we went to Reykjavík we had a three-member idea development team which met every two weeks or so and discussed ways to find new opportunities in a fiercely competitive market.

After our return from Reykjavík, the membership of the team has ballooned to 38, and they meet every day. In other companies, this is referred to as a coffee break.

Ideas are a company's most valuable resource. What separates superb companies from good ones is how well the company manages to utilise the creativity of its employees. The best ideas are often sparked in the area between opposites. In Iceland, the opposites of light and dark, fire and ice, America and Europe, city and nature, isolation and perfect connection with the world, meet.



When it comes to conferences, incentive tours or team-building activities, it is hard to imagine a place more suitable than Iceland.

With an array of activities such as skidooring, white-water rafting, horse riding, hiking, glacier tours and whale-watching, not to mention exploring caves, playing golf in the midnight sun or touring the highlands in super jeeps... how could such a tour possibly miss its mark?

Bring your conference or your next incentive tour to Iceland and get some new ideas.



Why leave home?

Since way back when, man has sought inspiration and new experiences from unfamiliar locations. Travel has become a large part of the quality of life for people all over the world. Travel provides inspiration and quite often a new perspective on daily activities, whether related to work or private life. Some places just naturally stimulate people's imagination and give them greater energy at the same time. Iceland is just such a place: inspiring and refreshing.



A new landmark

In 2009, there will be a new landmark in Iceland and Reykjavík. The National Icelandic Concert Hall and Conference Centre in Reykjavík will open with new and superb facilities for conference guests and music lovers. The building is designed by pre-eminent Scandinavian architects and the internationally acclaimed artist Ólafur Elíasson.

The building is expected to be completed in the autumn of 2009. The building will house an 1800-seat concert hall of the highest quality, a 450-seat concert hall as well as a number of conference halls, with the largest of these seating up to 750 participants.



A unique location

When we take a look at the facilities and comfort that Reykjavík and Iceland have to offer to those wanting to hold outstanding conferences it becomes clear that conference facilities in Iceland are among the best in the world. And in addition to that there is one thing that other conference countries around the world cannot offer: Iceland outside. Turn.

World class facilities inside



Iceland outside





Going out

Reykjavík has a vivid nightlife. In the centre of Reykjavík, people stroll between entertainment establishments and small bars until they find the place which suits them. Once the right place has been found, whether a fancy cosmopolitan bar, a hot dance venue or an artsy bar, the next step is to stay and enjoy life into the night. And then one steps into the Icelandic night, whether a dark winter night or a bright summer night. In Reykjavík there is no night like the other.



For the inside

Beauty comes from within. This is why it is necessary to feed the inner person with delicious food after a lengthy conference. Reykjavík has a number of great restaurants. Top Icelandic chefs prepare magical meals which draw on the best traditions of international cuisine – and of course with “a dash of Iceland”.



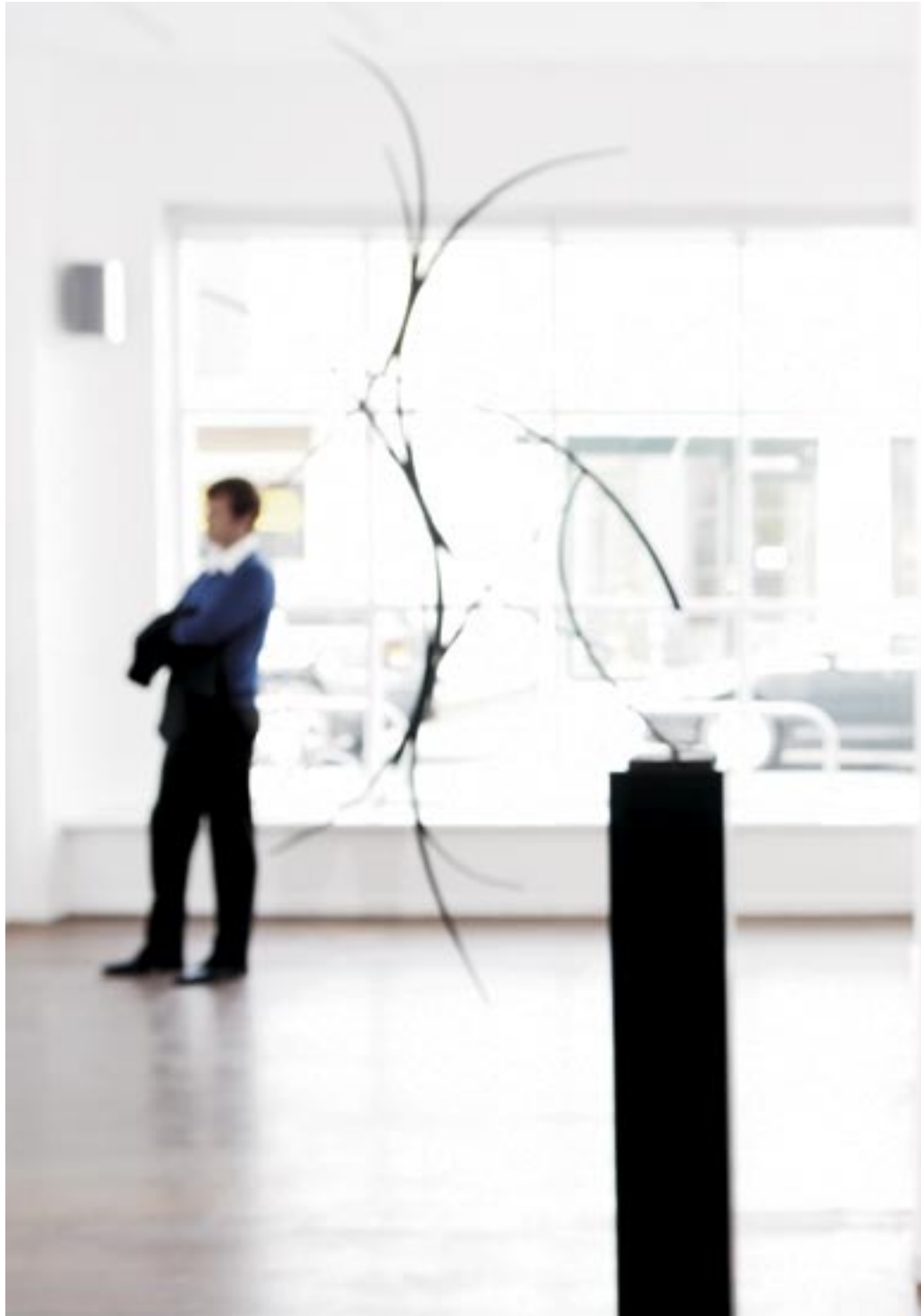
Food for thought

The Icelandic music and art scene has attracted attention from all over the world. Internationally recognised musicians such as Björk and Sigurrós lead the way among Icelandic musicians and have greatly enriched the Icelandic music scene. A blend of modern Icelandic music and classical material has created a fertile and creative environment for young artists.

The art life in Reykjavík is inspiring and full of pure energy. A large number of museums provide guests to Reykjavík with access to the main trends in modern Icelandic art as well as principal pieces from the Icelandic art tradition.

Feel the Icelandic perception. Be inspired.







In the year 1864
Jules Verne wrote his
acclaimed novel
A Journey to the
Centre of the Earth.
The journey started
in Iceland.
It still does.



Inspiring / creative

One only has to drive a few minutes from the centre of Reykjavík to reach a natural environment. And whether you are standing on a mountain top gazing over the sea and the city or standing in the middle of a lava field which ran red hot a few hundred years ago, you will experience geological history, the world and even yourself, in a new way.



On the (cutting) edge

Some would say Iceland is on the edge. They're right. Iceland is on the cutting edge. Iceland is one of the most technologically savvy communities in the world. Most hotels and coffee shops provide high-speed wireless Internet connections. You're on the top of the world.

Icelandic conference planners closely monitor innovations in conference issues and offer companies advanced facilities as regards both technology and comfort. And they offer Iceland outside.

When you exit your hotel, Iceland offers unforgettable trips around the country. Glaciers, sands, salmon fishing rivers, glacier rivers, midnight sun. Iceland offers endless possibilities for inspiring incentive tours.



Fast



Slow



Wish you were here

Iceland is 103 thousand square kilometres, and glaciers cover 11,922 square kilometres. In early 2006, the Icelandic population reached 300 thousand. As you can see, there is plenty of space for you and your staff to experience Iceland and, not least, to experience yourself in new ways. Because that is what we want you to do. Our aim is to make all e-mails to your loved ones end with: ... wish you were here.





You can fly to Iceland from many destinations in Europe and the U.S.
Iceland is only a 3 hour flight from London and 5 1/2 hours from New York.

For further information and help with organising conferences and events in Iceland, contact:

Iceland Convention and Incentive Bureau
Lækjargata 2
101 Reykjavík - Iceland
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For general information about Reykjavík, contact:

Visit Reykjavík
Adalstraeti 2
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Further information on Iceland, the conference country, can also be found on the following websites:
www.get-the-idea.is
www.icelandconvention.com
www.visiticeland.com
www.visitreykjavik.is

Design: The Icelandic Agency
Photographs: Atli

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ICELAND CONVENTION
& INCENTIVE BUREAU

Reykjavík
PURE ENERGY

 Icelandic Tourist Board

Get a good sleep

Get a nice meal

Get an efficient meeting

Get around

Get ahead

Get-the-idea