

Madrid

SPECIAL 2013-2014

UNIQUE ACTIVITIES
FOR MEETINGS AND EVENTS

*i*MADRID!



*j*MADRID!



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Grupo eventoplus www.eventoplus.com

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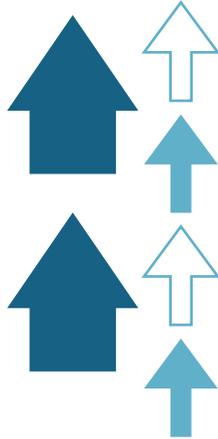
The city is ranked number **4** in the ICCA ranking. (it was number 22 in 2008)



17.538 meetings in 2012. (source: Media Factory SL)

Booming!

The number of congresses has **INCREASED 58%** in 2012.



The number of conventions **HAS DOUBLED.**

(source: Media Factory SL)

Significant help: the MCB has helped

MORE THAN 90 CORPORATE EVENTS in 2012.

(promotional material, tour guides, inspections, quotations with DMC'S)



Examples:



Convención Expomanagement Inspiring Leaders 2012



Convención WELLA 2012 International Trend Vison Awards 2012



Convención SAP 2012 Del 11 al 17 de Noviembre en Ifema

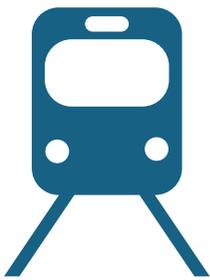


Convención Microsoft 2013

BARAJAS IS THE 5TH EUROPEAN AIRPORT



– the great international hub to South America and connected to 200 destinations worldwide.



Madrid is the European capital most connected to other national cities (**25**) by high speed train

Competitive prices:

AVERAGE OF 108€

in 2012. (Hotels.com)



TRADITION FOR HOSPITALITY:

The oldest restaurant in the world is located in Madrid (Casa Botín, founded in 1725), according to the **Guinness Book of World Records.**

Over **3,000** restaurants in Madrid.



234 hotels 3, 4 and 5-star hotels.

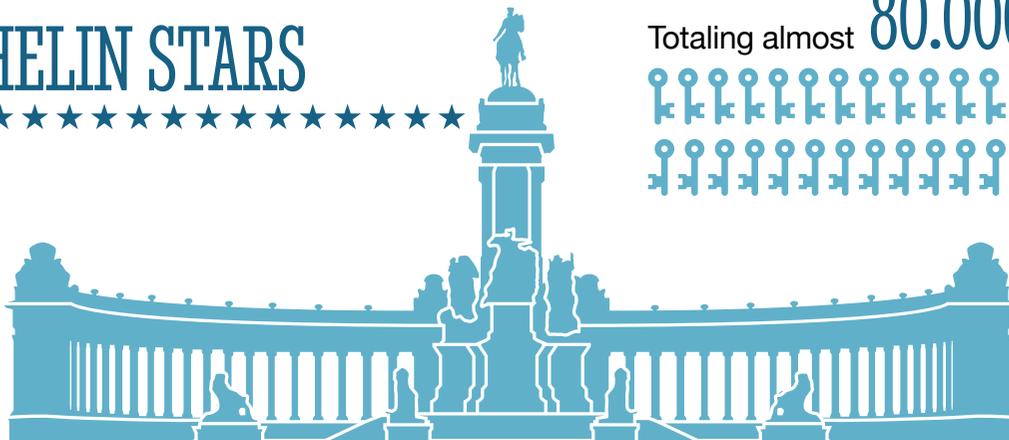


Totaling almost **80.000** beds.



15 MICHELIN STARS

in Madrid. ★★★★★★★★★★★★★★





In one kilometer, the city's Art Walk links three of the world's greatest art galleries - the Prado, the Thyssen - Bornemisza and the Reina Sofía museums -

SEVEN MILLION VISITORS ANNUALLY.

Some key events:

2013

EULAR Congress
 14,000 Delegates

Microsoft TechED
 4,500 Visitors

1st World ATM Congress
 4,000 Delegates

V World Congress Against The Death Penalty
 1,500 Delegates

28th International Aerosol Congress & Exhibition - FEA
 1,500 Visitors

XII World Congress Of Pediatric Dermatology
 1,500 Delegates

25th European Conference On Biomaterials
 1,000 Delegates

2014

ESMO - European Society of Medical Oncology
 18,000 Delegates

World Congress on Psychiatry
 6,000 Delegates

MRO Europe Conference & Exhibition 2014
 5,000 Delegates

EAS - European Atherosclerosis Society Congress
 5,000 Delegates

2nd World ATM Congress
 5,000 Delegates

HUPO 13th Annual World Congress
 2,500 Delegates

XV Congress of the Internacional Society for Peritoneal Dialysis - ISPD
 2,000 Delegates

Conference of the International Society for Trenchless Technology - NO DIG
 2,000 Delegates

24th European Wound Management Association Conference
 2,000 Delegates

34th Annual Conference of the Strategic Management Society
 1,000 Delegates

11th MCE Deepwater Development
 1,000 Delegates

2015

77th EAGE Conference & Exhibition
 5,000 Delegates

12th World Congress of Perinatal Medicine
 3,500 Delegates

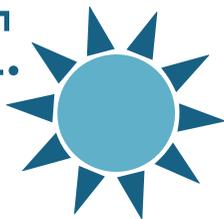
10th European Congress on Menopause and Andropause
 1,500 delegates



WITH 2,710 HOURS

annually, Madrid is the European capital with the most hours of

SUNLIGHT.



Madrid is the European capital with the most

GREEN SPACES. 26.4%

of municipal land is located in the Monte del Pardo nature reserve. Madrid Río Park has more trees than New York's Central Park.

Interview with David Pérez Noack

Director of the Madrid Convention Bureau



Give us three reasons why we should choose Madrid for our next destination...

Three words: variety, quality and warmth. The fact is, whatever type of activity you might be thinking of, it's sure that you'll find an option in Madrid that will match your taste and your budget. Plus you've got plenty of hard-working professionals committed to tackling whatever challenge you throw their way. However, above all, Madrid is the most welcoming city you can find. Hospitality and a genuine desire to help guests not only visit but live the city—and a desire to truly celebrate life—are all built into Madrid's DNA. Thanks to these qualities, the people of Madrid will make you feel right at home and you'll be impressed by its warmth, and I don't just mean the weather.

Some people have said that “in Madrid, no one feels like a stranger.” Is this welcoming attitude an asset when hosting visitors from around the world? Do business and pleasure mix well in Madrid?

Generally, in any professional meeting, each workday has some recreational dimension, be it cultural tourism, gastronomy or nightlife. Your participants should live Madrid, not just see it. In my city, guests simply can't go wrong with the quality and variety of our cuisine. The choices are all there, it just depends on the type of group, how much time they have and which goals they want to meet with the activity.

What is Madrid trying to achieve in the world of incentive trips over the next few years?

Our goal is to make sure Madrid has a compelling selection of creative and original incentive activities so we can meet the specific and unique needs of any event or incentive-trip organiser. In fact, this guide is meant to give just some examples of the thousands of activities worth writing home about that participants can enjoy in our city. Madrid is stimulating in so many ways, whether you want sophisticated culture, thrilling nightlife, adrenaline-pumping adventure or fine gastronomy. Above, on or below the ground, Madrid has you covered. This intense will to live is supported by excellent hospitality infrastructure, including great venues for meetings and Madrid's convenient location in the centre of the country. All this makes Madrid a great choice when organising your next incentive trip.

How important is public-private partnership in the promotion of Madrid as a meetings and events destination?

It is crucial. The fact that the entire sector is part of the decision-making process and that both public and private elements are on the same page has been fundamental to Madrid attaining its present position as a prestigious and powerful international presence in the sector.



One of the best examples of Madrid's capacity for reinvention is Madrid Río. What type of activities work best in this part of the city?

Madrid Río is, by far, one of the most important urban projects undertaken in Madrid in recent years. When the city tore down the M-30 motorway and replaced it with a large-scale green space, it was a giant leap forward in terms of making the city greener and, ultimately, more human.

This large, long park offers multiple options for group sports, including a bike trail, skate park and several sports pitches. Meanwhile, those more interested in urban life and Madrid's contemporary architecture won't be disappointed: Madrid Río has received several international awards and visitors can see work by well-known architects such as Dominique Perrault.

Madrid has also strengthened its offering of sports facilities. How do these new venues impact the world of meetings and events?

They definitely increase the recreational possibilities available to active groups, as we mentioned in the case of Madrid Río. However, they also provide plenty of options for participants that want to experience top-level sports as spectators, including the Mutua Open de Madrid, which takes place at the Caja Mágica venue.

Why are other less-trafficked parts of the region also being promoted?

We strive to combine activities in Madrid proper with visits to other parts of the larger Autonomous Community of Madrid, which includes Unesco World Heritage Sites, race tracks, Michelin-starred restaurants, and reservoirs, all just a short distance from the Capital.

Can you recommend a few activities that simply can't be missed?

Certainly. I'll give you four.

- A visit to a *tablao* to see flamenco dancing and, if possible, a beginner's flamenco class.
- A bike ride through the Parque del Retiro, a large park in the city.
- A private visit to one of the museums along the Paseo del Arte.
- A culinary tour through the city centre: there is a three- or four-block stretch where there are so many tabernas and restaurants with world-famous tapas that it'll be hard to choose just a few.



GASTRONOMY

You can organise a trip around some of the most charismatic restaurants and “mesones” in Madrid’s Cava Baja area, such as the Museo del Champiñón, Museo de la Tortilla, Las Cuevas de Luis Candelas and the Taberna de Alabardero.



Cooking live

In Madrid you can take courses in tapas and traditional Madrid cookery. For example, you can study at the Verdil restaurant, where Chef Juan Monje will take you on an entertaining journey through some of Spain’s most traditional tapas, combined with cutting-edge haute-cuisine techniques.



‘Cooking Madrid’

The best kept secrets of Madrid are revealed at an Imagen Límite event in which the group, armed with iPads, follows a route through old Madrid, discovering the ingredients that will be cooked for their meal in unique shops and markets. And along the route they will enjoy wines and beer in traditional bars. At the end of their journey, the group members become Spanish chefs for a day.

A wine tour of the best of Spain through its wines without leaving Madrid, created by Imagen Límite. Javier Gila, President of the Madrid Sommeliers Association and one of Spain’s leading wine experts, will lead the guests through a stunning world of emotions and flavours, with the nature of each region being defined through its wines. The experience takes place in one of a number of very special locations in the city, depending on the number of guests. This journey is accompanied by a selection of some of Spain’s most exquisite home-made products, from its best unpasteurised cheeses, olive oils and Iberian hams to Iberian goose products.

From molecular gastronomy to the catering of El Bulli

‘Undiscovered Madrid’ is a multi-faceted event created by Imagen Límite kicking off with workshops in a very special location, the Madrid stock market. This is followed by a cocktail in the most spectacular area of the refurbished Prado art gallery, a moment of exclusive relaxation with private viewings of some of the masterpieces, after it has closed to the public. The event ends with a cocktail dinner in one of the most historic and evocative buildings in the city, the spectacular glass dome of the Palacio de Cibeles. Here the guests enjoy a magical gastronomic experience at the hands of one of Spain’s leading chefs, Paco Roncero (two Michelin stars), who takes diners on a fantasy voyage of discovery into the secrets of molecular gastronomy. This will be followed by an unforgettable dinner served by El Bulli Catering, run by Ferran Adriá, considered the greatest chef in the world. The dinner will also feature a show.



A private dinner at the San Miguel market

Why not check out one of Madrid’s most charming markets? Madrid’s markets are some of its most traditional and delightful places. Ovation Spain has chosen to host dinners for its groups at the San Miguel Market. The dinners will, or course, include Spanish wines and a wide range of tapas, with a flamenco performance on acoustic guitar.



‘The Botin Experience’

Botin is in the Guinness Book of Records as the oldest restaurant in the world, it is one of Madrid’s veritable institutions. It has been visited by royalty, Hollywood stars and leading global politicians since it opened, way back in 1725! But what is it like if we don’t just go as ordinary diners, but enjoy a real personalised experience at the hands of the family that runs it? Insider’s Madrid is offering an exclusive ‘Botin Experience’, in which the González family takes groups on a tour of this historic place, uncovering its secrets and recounting some of the best anecdotes about its history. And what better way to end such a tour than by trying some of the ‘Botin classics’, a range of dishes that has to include traditional Castilian-style suckling pig and roast lamb.

Wine schools

Rebelión de los Mandiles is a wine school in the very heart of Madrid. In addition to guided tours and wine tasting courses, it is also available for events and private tastings. It has its own wine cellar with space for 70 people seated and 100 standing.



◀ Combining tradition and innovation... From classics such as oxtail in settings like Casa Alberto to the most cutting-edge cuisine... Madrid offers dining for all tastes.

A train to the past

Madrid's underground system offers a lot of possibilities for events, from personalising your own carriage for transfer from the airport to renting old stations and even the beautiful old metro engine hall.... One of the agencies to explore this option is Box de Ideas. It celebrated the 50th anniversary of one of its clients by organising a journey through half a century of memories, from 2012 to 1962. Chamberí station opened in 1919 as part of Madrid's first underground railway line; it now has a screening room where the station entrance stairs used to be. The 60 guests met at Cuatro Caminos station and boarded a carriage decorated in 1960s style, personalised with images of the company from its creation to today. The guests were met by 1960s ticket inspectors who gave them a ticket for their journey to the past. The journey ended at Chamberí station, where the guests enjoyed a cocktail in the station, which had also been decorated in 1960s style.

UNDERGROUND MADRID

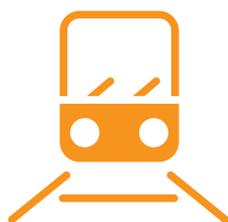


◀ The Devil's Mine

But the underground is not Madrid's only subterranean activity space... there are other unwelcoming places that are perfect for group terror and mystery games (20-300 people). Activic offers one very original option: they use a military bunker underneath the Geo-Mineral Museum's mining faculty for Entombed, an activity where dark passages and sinister windowless rooms are transformed into 1,500m of terror. The unsuspecting group is taken on what is supposed to be an undemanding tour. But, suddenly the lights go out and they have to work out how to get out, discovering strange and mysterious apparatuses in the bunker as they do so. Another option is the Devil's Mine, a gymkhana in a coal mine 50m underground, where the group shares centre stage with miners who died in 1960 in a gas leak.

▲ 1, 2, 3 Subway

The same agency is also responsible for 1, 2, 3 Subway, in the same location. This time, the group is travelling peacefully when the train suddenly stops in a tunnel. One of the passengers gets a call and then tells the others they have 60 minutes to escape from the train. They can only do this by following the instructions from the mysterious telephone call.



The ghost station

The Activic agency has also exploited the dark charms of the underground for thriller activities. The ghost station is a terrifying game in the abandoned Chamberí station, which closed in 1966. Having been sealed up and interred, it has now been restored to how it was on the day it closed. This team-building exercise involves terrorists who have planted a bomb in the station. The group has to work as a team to defuse the bomb before it explodes.

Minis turn the Madrid Metro into a racetrack

The Madrid Metro might be a surprising location for brand promotion and events... but we have seen this with Vodafone's sponsorship of line 2 and Sol station; with promotional activities in station entrance halls; and with events that involve the public and get their pulses racing, such as the race organised by Discovery Underground in Metro tunnels. One of the most spectacular recent versions of this was the Mini Metro Race, which used track, tunnels and platforms to create a high-speed circuit, turning the platform of Chamartín station into a racetrack. The event was organised by the Tango agency for Mini, astounding Metro passengers, who saw platforms converted into an exhibition of Mini competition models, the John Cooper Works.

DO YOU WANT TO PLAY?



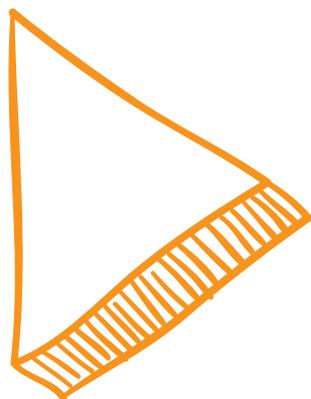
Cinema Team-building: filming among palaces

Exploramás offers team-building activities involving intrigue, suspense, drama and humour against the timeless backdrop of the Austrias area of Madrid. Palaces and convents from Spain's Golden Age provide the setting for a group experience in which the participants are film stars for a day. Improvisation, acting, setting up scenes, editing... Divided into groups and equipped with an iPad, each team has to create its own début film, from the initial storyboard to cutting and screening. And of course, there is filming to be done. The groups can dress up, involve passers-by, sing, improvise... whatever it takes to get ahead on the road to an Oscar. The technological part of the experience revolves around an iPad and its applications.



On the other side of the law

Want to play? There is no shortage of fun things to do in Madrid... for example, the extravaganza agency organises indoor programmes that turn participants into 'expert criminals'... The agency's staff train and assess each team (all disguised in red and white-striped "robber's" jerseys-) in the skills needed to be the new "pink panther": these include making and using skeleton keys, sabotage, assessing jewellery, forging works of art, escape and concealment techniques and how to behave like a "gentleman thief".



"Icy" team building

Build an igloo, have a cocktail in an ice cabin, race snow bikes... without leaving the city! Some of the city's most original activities are to be found at Madrid Snowzone. From snow bikes and snow motorbikes to icy fashion shows, team-building and themed parties. Groups can personalise the course with flags, lights, PAs, logos, or whatever they like, even ice sculptures. More ideas? How about screening trailers for action films to get everyone going before test driving cars? Or getting the group to build their own igloo whilst it is "snowing" on them? The whole snowzone area and track can be hired exclusively; and there is also a meeting room with full audiovisual equipment, space for stands and 8,000 parking spaces.



You can organise a tournament, a clinic or just a relaxing round of golf. Madrid offers numerous venues for playing golf, including the Las Rejas Open club, in Majadahonda.

MADRID WITH CHARM

A winter wonderland in the Quinta del Jarama

Madrid offers some highly versatile spaces that can be themed for events... Ovation Spain needed a large venue that could be divided into various spaces for 500 of the major clients of a multinational, from Germany, Switzerland and Austria: it chose the Quinta de Jarama. The challenge was to convert it into a 'Winter wonderland'. This was achieved by dividing the venue into two spaces: the first part being used for a dinner with live jazz, together with ice sculptors creating the company's logo. The show ended with the curtain rising to reveal the second (secret) space of the evening. Suddenly, guests were transported to a wonderland with an ice cave, an ice bar, X-Box skiing games, DJs and ice sculptors.





▲ The stars of Madrid

One of Madrid's great attractions is its terraces... Global Events takes full advantage of these by creating an 'observatory of the stars of Madrid' on the terrace of the Círculo de Bellas Artes. The agency set up this event for Heineken, which brought a thousand of its major international clients to get to know the city from a different viewpoint. And they did it... The Círculo de Bellas Artes was chosen as the epicentre of the event, offering special experiences over a whole weekend. The observatory was set up on the Círculo de Bellas Artes terrace. It featured various telescopes and viewers focusing on "star" locations in the city, which were then visited in unorthodox ways: entering the Prado art gallery by the rear door; visiting the house of a famous designer; and wine-tasting in exclusive wine cellars.

Matching all five senses

Can we smell colours, taste the streets, hear works of art or appreciate the creamy texture of a city? The Sankara agency's Madrid Tasting includes a route that "attacks" all five senses of the group to get them to really appreciate the city and leave them with an indelible memory of it. This is a matching activity, but not with food and wine: this matches the city and the elements that make Madrid such a unique city - its architecture; famous art galleries; wines; tapas; and sunsets. This is a full-on day, where the group visits some of the city's most distinctive spots, accompanied by musicians who interpret what the architecture evokes, with melodies corresponding to the era of the buildings. Together with the cultural explanations, this matches architecture to live music. Next the group enjoys some local wines and tapas to match the famous paintings they visited in the Prado art gallery.

The final act takes place on one of Madrid's famous terraces close to the Prado: either at the Palacio de Comunicaciones, the Thyssen art gallery or the Círculo de Bellas Artes. Here, after pairing the paintings with tapas and wine, the participants can match aromas to the colours of a Madrid sunset. Diffusers with bergamot, mandarin and lavender aromas are distributed around the terrace, and the guests decide on and activate the aromas that best match the colours of the sunset.



MADRID TOURS



▲ Vintage Madrid tour

The 'Vintage Madrid tour' was created by Ole Special Events for a small group of 15 French clients who were looking for a different tour, combining charm and elegance. At the door of the hotel, 5 Citroen 2CVs driven by professional guides were waiting for the guests, who were taken on a tour of the city with a special focus on 20th century Madrid. After the first part of the tour, guests left the cars and stopped for coffee at the famous Café Gijón, before continuing the tour on foot. The second part of the tour took the guests to visit 3 of Madrid's century-old shops (Manuel Riesgo, Alsina and Bisuteria Otero). The tour ended with a fantastic lunch at Lhardy.

▲ A day in the park

Madrid also boasts some very attractive green spaces to enjoy. Ole Special Events created an activity for one of its clients to improve and promote the creativity of attendees: after 2 days of meetings they were looking for a more relaxed activity in a special, positive environment. And where could be better than the Retiro park, right in the centre of the city, with its unique sights, like the statue of the Fallen Angel, its wide green spaces and of course the skies of Madrid and its amazing light?

After a guided tour of the park, visiting the amazing Crystal Palace and other fantastic sights, the guests stopped at a picnic area set up on the grass. Once in the picnic area, the guests could choose from two different workshops: painting or lomography. After the theory, the teachers gave the guests some tasks to perform: the task of the lomography workshop was to create a picture of the Crystal Palace, the Casa de Vacas and the Lake; Meanwhile the task of the painting workshop was to create a painting of the Statue of the Fallen Angel. After 4 hours of fun, learning, teamwork and food & drink, the guests left the park for their hotel.

...MADRID TOURS



▲ Premium Incoming offers a theatre performance on wheels. The show is very interactive, making the audience part of the performance. The route visits some of the city's most famous locations, whilst theatrical games take guests on a journey into the history of our literature.



▲ Madrid Green tour

This tour by Ole Special events combines sightseeing, fun and a green mentality. Guests visit the old town of Madrid and the new Madrid Río green space (the recently renovated part of the city on the banks of the Manzanares river) using electric bicycles and Segways. The old town of Madrid is visited using Segways, and then the guests change transport and continue the tour to Madrid Río, where they will be guided through this new part of the city ending the visit with an organic picnic lunch with smoothies and fresh fruit.

'iPad Tours'

iPad tours are the latest thing, and Madrid couldn't possibly be left out. Cititravel offers such a tour based on a previously arranged route around the city. Walking through the downtown area, visiting some of Madrid's most important sights, each group has to carry out a wide range of tasks using their iPad and 3G locator. Participants can be asked to meet specific challenges, such as: Taking a picture of the whole group at Km 0 (the point from which all Spanish roads

are measured in the centre of Madrid); recording a video dancing flamenco in the centre of Plaza Mayor; answering questions about the sights they are seeing; answering questions on their company; getting a group photo eating "patatas bravas" (traditional fried potatoes in a delicious sauce); finding Don Quixote (an actor) and answering his questions; or having a tapas tasting session.



▲ Shopping Tour of Las Rozas Village

In Madrid we can organise routes along the Golden Mile, home to some of the most prestigious stores in the world, or we can head for Las Rozas Village, with almost one hundred luxury boutique outlets. Value Retail has launched a strategy based around locations such as the MICE market, with new products such as organising special events incorporating everything from the sponsoring brand to exclusive use of the village space for larger groups (between 300 and 2000 guests). The Village is 40 minutes from the city, and there is a daily bus service, the Shopping Express® from Madrid.



TRAINS FULL OF FLAVOUR

A hand of poker on a train

Trains offer fantastic possibilities... Bourbon Four Roses chose to install a train from 1926 (the famous Tren de la Fresa (Strawberry train)) in a Madrid railway station, taking visitors back to rail travel in the early part of the last century, in wooden carriages nearly one hundred years old. And the train was kitted out 'western-style' for the event... inside, one hundred followers of the brand took part in a poker game to the backing of live music from the group De La Purísima, served by waiters in period costume.

A journey through time

The Mediaeval Train takes groups on a journey through time to the Middle Ages of troubadours, departing from Madrid's Chamartín station for Sigüenza on Saturday mornings. The passengers discover the history of the villages and cities on the route through music and theatre, whilst tasting traditional treats.



Decorating a train is one way of making transfers much more interesting. Grass Roots has done this for companies like Avon. They hired a couple of carriages on the high-speed AVE train to Toledo and personalised them with the company's logos. They provided traditional Spanish refreshments for the guests, who were entertained by actors dressed as Sancho Panza, Don Quixote and Dulcinea. The group, from 16 Latin American countries, visited the cathedral and the historic city centre. The day ended with dinner at Cigarral de Santa María, which was hired exclusively for the group of 250 people.

FULL-THROTTLE TEAM-BUILDING



From steam to strawberries: truly authentic carriages

In addition to Aranjuez's Tren de la Fresa, there are many other charming trains in the region, including the Cervantes train to Alcalá de Henares, the Steam Train to Arganda, which is still coal-fired, and the Nature Train from Cercedilla to Cotos. The Cervantes train pays homage to the famous writer, who was born in Alcalá de Henares in 1547. The train travels from Madrid's Atocha station to Alcalá performing and remembering some of the most famous parts of his great work, *Don Quixote*. The Arganda train dates from 1925. It is a genuine steam locomotive powered by coal and water. It takes us to La Poveda station, journeying back into the past by recreating the era, with its canopy, barriers, signal boxes, coal heaps, bell and station clock on the wall. Finally, the Nature Train takes the group to the Sierra de Guadarrama mountains. This lets us discover nature in all its splendour just a few kilometres outside Madrid, as part of an educational programme in collaboration with the Environmental and Planning Department of Madrid Regional Council and Renfe Cercanías.

ITB offers the opportunity to drive on a professional circuit, feeling like a real racing driver as you "fly" around the Jarama Circuit in a Ferrari. The experience starts with a drive around the track in a high-performance vehicle driven by a professional driver to get to know the circuit. After some instructions on how to drive a car like this that uses paddles rather than traditional gear levers, the guests then get to do a number of laps in a Ferrari F430 F1; whilst driving, a video is made showing how the guests drive and the speeds they reach.

Spain's passion for motor-sports is overwhelming... Why not enjoy the city's excellent motor-sport facilities? Auriga Motor offers adrenaline-drenched team-building experiences, such as the BMW Experience: two and a half hours of test-driving on a specialist circuit, including theoretical training, testing in the paddock and on the track, and an open bar with fleets of BMW Series 1, BMW Series 3 and BMW M vehicles.

The Carlos Sainz Center has two circuits: go-karting in Madrid and Las Rozas, with team-building experiences on the indoor and outdoor Carlos Sainz tracks. The indoor circuit has 3,000m² of track full of bends and real-time timekeeping, making the group, dressed in striking driver's outfits, feel like real racing drivers. The scoreboard next to the finish line displays the results of the races in real time. The track is complemented by large halls in excess of 500m² and paintball and mini-golf facilities that can be used to enhance the team-building activities.



TRADITIONS OF MADRID

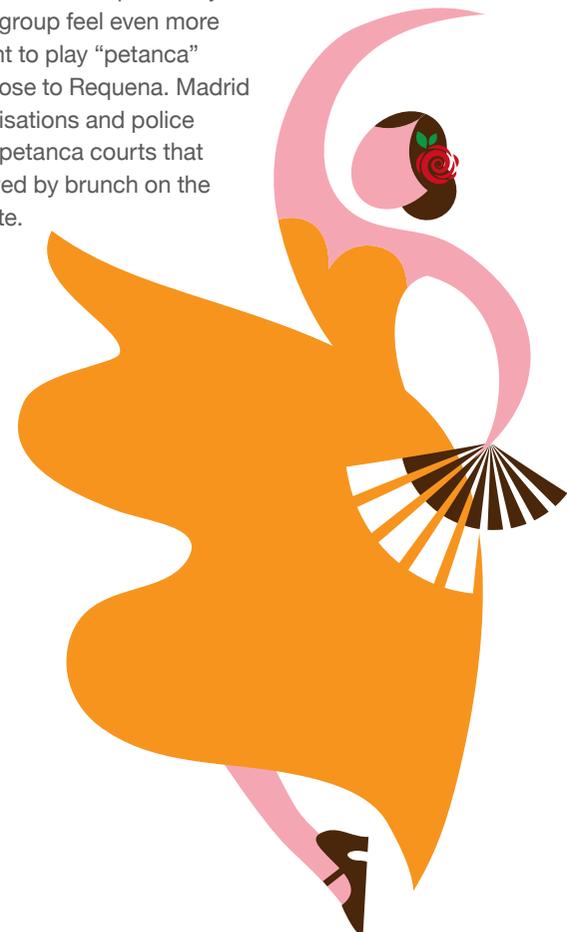
Authentic live flamenco can be experienced at places like Casa Patas. And if the group enjoys it so much they want to take their first steps in the art, the 'El Horno' dance centre and the Corral de la Moreira offer introductory flamenco courses.



◀ A very Spanish flavour

Feel like a “Madrileño” for a few days. This is ITB’s idea for groups visiting the capital. They did this in the spring, for example, with 150 international guests. The whole programme was based on local traditions, starting with the welcome gift, a bottle of olive oil, and the first dinner, at the Posada de la Villa. Guests enjoyed a demonstration of traditional flamenco dancing with Spanish dressage horses at La Finca Los Jarales. They had an “aperitivo” with ham slicers at the bullring, and they tasted sheries and cheese in a wine cellar. Then they learnt to make (and enjoyed) an authentic paella, and in the afternoon they visited one of the city’s most coveted places, the Real Madrid stadium, before dining at the Real Café, which had been reserved for them. This is one of the agency’s favourite places, but they also recommend others that they regularly use, such as the Westin Palace, where they have organised sherry-tastings for up to 400 people, and the Cibeles Terraza, which can be exclusively reserved for dinners.

The next day, guests enjoyed a panoramic tour of the city using GoCars and buses, in shifts, and then a barbecue on the terrace of the Hotel Ayre Colón. Following a visit to El Prado, there was a gala dinner at the Masía de José Luis, with a giant screen to enjoy one of Spain’s other true passions, football. The event finished with a modern flamenco performance, accompanied by a cocktail. And to make the group feel even more like part of the city, they went to play “petanca” (Spanish bowls), in a park close to Requena. Madrid Council provided the authorisations and police presence to monitor the six petanca courts that were set up. This was followed by brunch on the terrace of the Café de Oriente.



Two ‘musts’: from a flamenco “tablao” to the tapas route

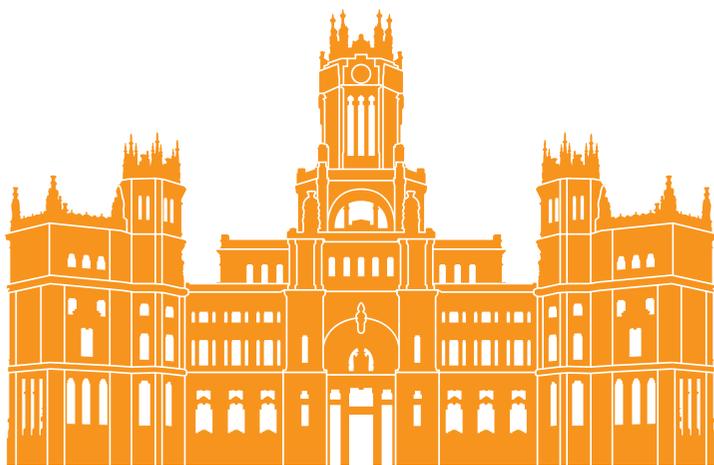
The Tablao Corral de la Morería, considered one of the ‘cathedrals of the art of flamenco’, was chosen by Indigo dmc for their groups to enjoy Madrid at its most joyous. The venue opened in the 1950s with an Arabic atmosphere, and is a winner with foreign groups. They complement these events with visits to the Bernabeu, tours in GoCars ending with tapas at the Los Galayos restaurant in the Plaza Mayor, visits to the Royal Palace and Toledo, and much more.

CULTURAL MADRID



◀ In good company

The travel, incentives and corporate events agency BCD m&i and Erudita, a communications company specialising in creating leisure experiences, have launched an innovative alternative range of cultural corporate events. Both companies have presented a range of programmes based on cultural leisure activities in venues such as Madrid's Royal Palace, the Thyssen art gallery and the Prado, featuring famous names from the cultural world, such as the writers Espido Freire, Carmen Posadas and Javier Sierra, and also photographers, architects and historians, who lead fascinating leisure experiences based on culture.



▲ If Espido Freire can show us the secrets of Madrid, why shouldn't Goya himself reveal the history of Chinchón? These theatrical visits are an entertaining way to discover the city's history, art and architecture. This activity features actors playing the parts of Francisco de Goya, the Vice-regent of Peru, and other historical characters. The actors perform a mixture of everyday and historic scenes reflecting life in the 19th and 20th centuries, with evening tours.

100% architecture

If we are passionate about architecture, why not enjoy the city's rich architectural heritage on a tour led by an expert guide? This is the approach of Arquirutas, which runs guided tours with architects who explain some fascinating historical aspects and insights, taking us into some of the capital's most distinctive buildings for which they have special permits. And they match the programme with suitable gastronomy. In COAM (the Madrid Architects' Association), the Ahora Arquitectura association also offers tours led by leading architects.

There are three UNESCO World Heritage locations in Madrid: Alcalá de Henares, the Monastery and Site of San Lorenzo de El Escorial and the Aranjuez Cultural Landscape are the ideal complement to a visit to the city. El Escorial was the political centre of Philip II's empire. Located to the south of the Region of Madrid, the city of Aranjuez is a splendid fusion of architecture and nature. Alcalá de Henares was Cervantes' birth place. ▼

Private visits to the Thyssen art gallery and Casa América ▶

The CWT agency also explores the city's rich artistic heritage. For example, it organises private visits to the Thyssen-Bornemisza art gallery with exclusive private viewings in small groups after the gallery has closed to the public. The visit is followed by dinner at the Casino de Madrid's Neptuno restaurant or at the Thyssen's panoramic restaurant. They also organise private visits to the Casa América with dinner in its Machado de Asís or Julio Cortazar dining rooms. The visit features a tour of the personal rooms on the first floor, filled with paintings by the masters of the period that evoke the fin-de-siècle lifestyle, together with the main floor reserved for the palace's great events, with its ballroom, dining room and chapel.



SAILING THE TAGUS



One of the few places left for sailing in the Madrid region is the River Tagus as it flows through the town of Aranjuez. The Curiosity is a ship that sails the waters of the Tagus and can be booked for groups. Its interior is decorated like a Martian spacecraft while its exterior blends in with the environment. The crew plays a fundamental role in the organised events and the excursions include an interactive game with questions and answers about Aranjuez, where tourists can learn interesting information about the town. If you prefer more adrenaline, the Aranjuez Canoeing Club offers canoeing trips that can be combined with hiking, gymkhanas, geocaching and archery for a day that will leave you relaxed and yet exhausted. A good proposal for enjoying the more hidden places of the Tagus, its pretty riverbanks and long lines of huge plane trees.

MADRID SEEN FROM ANOTHER PERSPECTIVE



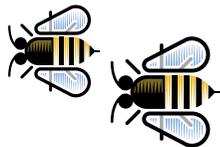
◀ Graffiti artists in the streets of Madrid

CWT presents Corporate Graffiti, an activity that shows you more about this peculiar urban form of art that has left its mark on several areas of Madrid. With the help of professional graffiti artists, we tell you about the story and techniques they use and then you can paint your own art on the city's walls and really leave behind a mark of your visit to Madrid...



Madrid by helicopter

Exploramás proposes a trip high in the sky... with room for between thirty and forty people on board three 12-seater helicopters to take them to an estate in Chinchón. Once there, they compete on a multi-adventure programme that includes archery, abseiling, climbing and a quad bike circuit.



Beekeepers for a day

A day with the bees... one of the most original activities you can do in the Madrid region is to become a beekeeper for a day at the Sierra de Hoyo Beekeeping Centre in Hoyo de Manzanares. Fitted with the right protective clothing and after learning all there is to learn about these fascinating creatures during the thematic walk, you can visit the hives and inspect them with the help of experts. On the day when the honey is extracted, the group discovers the different procedures that have been used throughout history to extract honey from the hives, using the tools exhibited in the Beekeeping Centre Museum.



From video games on walls to neighbourhood movements

etc eventos proposes taking your trip one step further and enjoying alternatives such as playing a giant video game on the digital wall at MediaLab Prado Madrid, for example City Fireflies, an interactive multi-player game designed for MediaLab-Prado's digital wall. The aim is to reinstate the Plaza as a play area. They also recommend visiting the interesting Geomining Museum under the Faculty of Mining or signing up for the critical-bike ride.

A BREATH OF COUNTRY AIR

If you fancy leaving the city behind, there are hundreds of proposals to be found on the Madrid Region's Environmental Education Network, which develops programmes and activities for information, awareness and environmental education: from workshops on recycling, composting, painting, organic vegetable gardening to guided tours of the El Hayedo de Montejo beech woods and the Luis Ceballos Arboretum, which has the largest collection of trees and bushes on the peninsula.

The multi-adventure parks also offer very 'green' one-day trips. The extensive selection includes Aventura Amazonia, in Cercedilla, which involves three-hour circuits of pure adrenaline with an area set aside from the general public so that businesses and companies can enjoy more privacy; De Pino a Pino, with three parks and multiple activities that encourage participants to climb trees; and Forestal Park, in Guadarrama, with zip lines that are 235 m long and stretch across the La Jarosa reservoir at a height of 20 m, jumping across Tibetan bridges, footbridges and other games of skill at different heights.

One of the essential visits on any trip to Madrid is the Santiago Bernabeu Stadium. Interest in Real Madrid crosses all borders and even those who are not particularly interested in football find it hard to resist having their photo taken in this stadium, with its impressive size and height. Conventions on the turf, visits to the stadium, personalised scoreboards and even matches on the same pitch where the nine-times champion of Europe plays: the Bernabeu is a venue that offers many options. Cititravel proposes a visit to the Santiago Bernabeu football stadium in quiz format. Small teams of a maximum of 10 people are given a sheet of questions. The answers can be found by visiting Real Madrid's Stadium. All the teams end their visit in the Press room, where the jury tells them which team has won the quiz. The tour of the stadium includes: a visit to the famous football pitch, chairman's box, players' tunnel, changing rooms and the impressive Real Madrid Trophy Museum!



A typically Spanish closing fiesta at Ifema.

Ifema's Pavilion 2 was chosen for the convention's farewell dinner. The theme for the evening was traditional Spanish entertainment. Flamenco dancers at the main entrance to Ifema, welcomed the group, with a huge carpet in the colours of the Spanish flag used to mark the route from the entrance hall to the pavilion, with flamenco singers and dancers creating a lively atmosphere. After the welcome cocktail and when everyone was seated at their tables, a video mapping session, screened on the 700 m² of fabric that covered the pavilion, completed a very typical-Spanish look at our culture, ending with a flamenco show. The dinner was served by Mónico Catering with entertainment provided by Thai singers. The evening ended with a second audio-visual show featuring acrobats on the pavilion walls. The music continued and many guests were encouraged to get on stage and take part in their own version of 'AIA's Got Talent', the karaoke competition that took place over dessert.



A PASSION FOR FOOTBALL

Convention on the turf

One of the most spectacular events we have seen of late used this area to combine football with typical Spanish entertainment: the annual convention of the Thai insurance company AIA. The agency Sit Events and the producer Fox Group designed two shows at the Bernabeu stadium and the Ifema trade fair centre to immerse guests in the most typical aspects of Spanish culture. Dressed like fans, with football shirts and scarves in corporate colours and a badge specially designed for the event, the 1700 attendees took their seats in the stadium.

On the pitch, a huge canvas with the AIA logo covered the centre circle. On the side-lines of the pitch, a 30-metre red carpet with two giant screens ensured that everyone could see the show. A show that started with a group of freestyle football players, some of whom were world champions, who came out of the players' tunnel performing amazing ball tricks. The presenter of the convention also came out of the tunnel, but inside a huge plastic sphere that simulated a giant football. On the stage, he presented the company's top five salespeople, who made their triumphant entry onto the pitch to shoot at goal from the penalty spot.

The convention brimmed with motivation with the employees as the real protagonists, including those who watched from the seats (all dressed in football shirts and scarves designed for the occasion) and those who were chosen as the top salespeople. They were treated like football stars and the top two hundred salespeople came out of the players' tunnel to parade along the side-lines of the pitch and pose for a huge group photo on the stage. After an acrobatic show, in which a ballerina descended from the corner of the stadium with fifty huge helium balloons, the more formal part of the convention began and the company's executives started their presentations. The morning session ended with lunch for the 1700 attendees in the different areas and restaurants at the stadium.



OTHER IMPORTANT EVENTS

Expomanagement Inspiring Leaders Convention

The city also hosted the ExpoManagement Inspiring Leaders Convention at the Municipal Congress Centre. On its tenth anniversary, ExpoManagement once again confirmed its importance as the leading event in executive training. A decade of shared ideas, practices and trends that have changed the way business is carried on in Spain and the rest of the world.



SAP Convention

In November 2012, almost 10,000 people came to Madrid for the SAP Convention, an impressive event that meant more than 40,000 overnight stays for the city. For the second year running, the organisers chose the city owing to the 'good experience' they had at the 2011 edition, placing particular importance on the facilities and services provided by IFEMA, which was again chosen as the venue for the convention. They also highlighted the air connections, Barajas Airport, public transport, hotels and the unique venues available in Madrid.



Microsoft Tech-ED EMEA

Another of the main events to be held in Madrid in 2013 was Microsoft's annual forum, designed to publicise knowledge on the construction, implementation and maintenance of IT solutions based on the brand's technologies. Over four days, almost 5000 professionals met in the city. The event, which was held at the IFEMA trade fair centre from 24 to 28 June had an important economic impact on the city and involved 25,000 overnight stays. There were teamwork and practical laboratory sessions and master classes on Microsoft's new IT solutions. Microsoft TechEd Europe chose IFEMA after valuing its capacity for and experience in managing its infrastructures and services for international congresses, such as SAP SAPPHIRE NOW and SAP TechEd. According to Microsoft, the convention areas also helped it to choose the city, together with the venue's proximity to Barajas Airport and its metro connections to the airport and the city centre, as well as the climate and wide range of hotel options.

Revlon Professional Style Masters Show 2013

Ifema was turned into a huge catwalk for the latest trends presented by Revlon Professional, American Crew and Orofluido in a fashion show overflowing with imagination. More than 3000 hairdressers from all over the world and a total of 4000 attendees met to enjoy this unique event and experience the final of The Style Master 2013 International Contest first-hand. The Spanish multinational The Colomer Group, together with the brands themselves, chose Madrid as the venue to host professionals from all over the world, turning the city into the epicentre of haute coiffure.



One of the largest venues in the city is the Madrid Arena, which has held such events as Wella Trend Vision, organised by the Jack Morton agency. This was an international event attended by more than two thousand people from sixty countries. The event involved 'ushers' dressed in white coats, a stage transformed into a surreal world, colours related to sounds, screens displaying mathematical mazes and a disconcerting soundtrack. It was very interactive: to give just one example, the hosts were given flashing LED sticks in four colours, which they used for a celebration that was highly visual and linked to the theme of the event. At the end of the show, guests walked through the stage tunnel to the glass Pabellón de Cristal, where they enjoyed a theme party based on sound and colour, this time full of exploratory experiences, such as drawing their ideal hairdos on screens with coloured feathers.



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