Programme [1]

Wednesday 4 December 2013

Morning	Arrival in Copenhagen and transfer to hotels
13:00	You cannot go to Copenhagen without taking in the sights and using the local areas for inspiration: 1. MIND Incentive Inspiration [2] 2. MIND Meeting Inspiration [3]
16:00	**MIND the take-off session at Mogens Dahl Concert Hall** Welcome to Copenhagen and Denmark. We will tell you about our objectives for the MINDevent and what you can expect of the next few days in Copenhagen - and what useful tools you will be bringing back. We will also be asking you about your objectives for the event, in an engaging way. Also, did you arrive here on board a SAS – Scandinavian Airlines flight? Get an introduction to the SAS SMILE concept.
16:45	Transfer to hotels and time at leisure (you will be staying in different hotels this evening)
18:30	**Networking and site inspection of host hotel**
19:00	Transfer
19:30	**Open your MIND - Opening night Session and dinner at** Tivoli Congress Center **[4]** It's time to open your MIND to Copenhagen and Denmark. Enjoy Danish hospitality and network with other participants and Danish partners. We will introduce you to the Danes and Denmark's ambience – and the participating Danish trade partners. Anthropologist Dennis Nørmark [5] will give you a few pointers, in a lighthearted way, as to why Denmark is a destination that delivers return on investment for your next event.
22:30	Transfer back to host hotels

Thursday 5th December

	Breakfast in hotel & check-out
08:30	Transfer

09:00	**Pre-session at** Bella Sky Comwell Hotel **[6] - MIND your senses** During this session we will talk about our senses and how we can use them in our meetings to create a unique experience. We are also going to experience how Bella Sky works consciously with senses to create a certain atmosphere during meetings and events.
10:15	Transfer [7]
10:45	MINDsession 1: Crowne Plaza Copenhagen Towers **[8]: With the client in MIND:** We all know it is very important to give our clients what they want and to make sure their objectives are met. But how do you ensure you ask the right questions to secure the best outcome for your client and all delegates? And how can we use this knowledge when designing their meetings and events? In this MINDsession we will give you some simple tools to help you to get to the core of your clients' needs. Scandic Copenhagen **[9]: MIND the physical set-up:** The physical environment affects our way of thinking and working - so the set-up in a meeting room should always support and strengthen the objective of the meeting. In this session we will give you inspiration and tips on how to design a meeting room set-up that stimulates learning, participant involvement and meeting efficiency. Marriott Copenhagen **[10]: Would you MIND involving me:** A majority of meetings lack the most important element in securing learning and a high level of energy – namely participant involvement. How do we ensure that participants leave meetings, exploding with motivation and energy? In this MINDsession you will get inspired by methods and tips on how to involve the participants in a meeting.
11:45	Transfer
12:15	**"MIND the Brain Food" lunch at** Radisson BLU Scandinavia Hotel **[11]** [11]Maybe we always knew….? That pastry and

	gallons of coffee are not the best way to feed our brains..... That is why Radisson BLU has developed the Brain Food concept: The food we eat affects the function of the brain. The right food at the right time means a better ability to learn, to concentrate and to react. It even gives us a lesser sense of stress. All are factors that influence the outcome of a meeting. Brain Food can aid a more stable blood sugar level throughout the day. In this session we will share some of the best Brain Food tips with you.
13:45	Transfer
14:15	**Time to get an insider's guide to Copenhagen, in groups - experience the city with a local and help make a child's Christmas!**
15:45	Transfer back to Bella Sky Hotel
16:15	Check-in at hotel and time at leisure
17:15	Transfer
17:45	**"Meet and greet the Copenhagen feeling" - experience the Danish way of living!**
19:00	Arrival at Tivoli Gardens where you will have a chance to experience the Christmas Market and maybe do a bit of Christmas shopping in one of the many shops or stalls
20:00	**Traditionel Danish Christmas celebration dinner at the Tivoli Castle in Tivoli Gardens**
From 23:00	Transfers back to hotel or dancing at Wallmans Salonger
Midnight	Last transfer from Wallmans Salonger

Friday 6th December

	Breakfast in hotel and check-out
08:30	Transfer to MIND Sessions
09:00	**MIND Parallel sessions 2:** Crowne Plaza Copenhagen Towers: With the client in MIND Scandic Copenhagen: MIND the physical set-up Marriott Copenhagen: Would you MIND involving me
10:00	Transfer
10:30	**MIND Parallel sessions 3:** Crowne Plaza Copenhagen Towers: With the client in MIND Scandic Copenhagen: MIND the physical set-up Marriott Copenhagen: Would you MIND involving me
11:30	Transfer

12:00	Lunch at Toldboden
14:00	**Hygge on my MIND - at** Park Inn by Rezidor **[11]:** Reflect on your time in Copenhagen, whilst discovering what is at the heart of Danish hygge and Danish Christmas traditions. Maybe you will even have time to send yourself a Christmas card from the city?
15:00	Transfer
15:20	**"MIND the stay" Exit Session at** Hilton Copenhagen Airport **[12]** It's time to sit down to relax and reflect on your time in Copenhagen. We will provide you with the best possible environment to do so, and will give you the chance to share your thoughts, impressions and opinions with us.
16:30	Walk through covered walkway to Copenhagen Airport for departure