



**The MICE Guru**

Unburden your events

PRESENTS...

# WHO ARE WE?

In the heart of the breathtaking Norwegian landscapes, where innovation meets nature's grandeur, The MICE Guru emerges as the unrivaled guide to crafting extraordinary events. With an unquenchable passion for pushing boundaries and a relentless commitment to sustainability, The MICE Guru reigns supreme as the ultimate partner for events in Norway.

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🌟 **\*\*The Innovation Trailblazers:\*\*** At the core of The MICE Guru's identity lies innovation. They don't follow trends; they set them. Pioneers in event design, they blend creativity, brand immersion, and experiential mastery to forge unforgettable moments. When it comes to innovation, The MICE Guru is the compass, pointing toward uncharted territories in event planning.

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🌍 **\*\*Global Reach, Local Expertise:\*\*** Operating on an international stage, The MICE Guru specializes in hosting corporate events for a diverse clientele. With an intimate understanding of Norway's unique culture and unmatched local insights, they ensure that every event is seamlessly woven into the rich tapestry of this Scandinavian gem.

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📄 **\*\*Transparent Pricing:\*\*** The MICE Guru upholds transparency as a sacred principle. Their pricing structure is crystal clear, devoid of hidden fees or unexpected surprises. What you see is what you get – a refreshing approach in an industry often shrouded in ambiguity.

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**\*\*Sustainability at Its Core:\*\*** Sustainability isn't just a buzzword for The MICE Guru; it's a way of life. They believe in leaving a positive mark on the environment, society, and the local community. From meticulously selected sustainable providers to zero-emission activities and charitable initiatives, every event orchestrated by The MICE Guru is a testament to their unwavering commitment to the planet.

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**\*\*ROI Architects:\*\*** The MICE Guru doesn't just plan events; they architect Return on Investment (ROI). Their meticulous strategies ensure that every event is a resounding success, setting benchmarks for the industry. For them, success isn't an option; it's a guarantee.

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**\*\*From "What You See" to "Uniquely Tailored":\*\*** The MICE Guru transforms the mundane into the extraordinary. They navigate the Norwegian culture seamlessly, crafting events that evolve from "what you see is what you get" to "this is uniquely tailored for you." Their local network and expertise elevate every event into a masterpiece.


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**\*\*Social Responsibility and Ethical Practices:\*\*** They stand as champions of fair pay, ethical working conditions, and inclusivity. The MICE Guru refuses to engage in practices that undermine the local community. Their events uplift and empower, creating jobs and preserving culture.

 **\*\*Ocean Clean-Up and Charitable Endeavors:\*\*** Each event contributes to charitable programs like Clean Shores, focusing on ocean clean-ups and sustainable initiatives. With The MICE Guru, your event becomes a catalyst for positive change.

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 **\*\*Norwegian Excellence:\*\*** In a country where excellence is the norm, The MICE Guru is the shining star. Their reputation as forward-thinking leaders in Norway's event management realm precedes them.

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In the narrative of event planning, The MICE Guru stands as the protagonist, leading a story of innovation, transparency, sustainability, and excellence. With them, every event in Norway is a masterpiece waiting to be unveiled, a symphony of creativity and precision. Partnering with The MICE Guru isn't just a choice; it's a transformative journey into the future of event management. They don't follow trends; they set them. Welcome to a world where events become legends – welcome to The MICE Guru.

An aerial photograph of Stavanger, Norway, showing a dense urban area with a mix of residential and commercial buildings. A large body of water, likely a fjord, runs through the city, with several boats and ships visible. In the background, there are rolling hills and mountains under a clear sky. The word "STAVANGER" is overlaid in large, bold, white capital letters across the center of the image. Each letter of the word is filled with a different, vibrant aerial view of various parts of the city, creating a mosaic effect. The letters are slightly transparent, allowing the background image to be seen through them.

# STAVANGER



**Stavanger**, situated on Norway's southwest coast, is a city that seamlessly marries natural beauty, cultural heritage, and contemporary living. As the fourth-largest city in Norway, Stavanger offers a captivating blend of historic charm and modern vibrancy.

A highlight of Stavanger is Gamle Stavanger (Old Stavanger), a beautifully preserved area characterized by cobblestone streets and 18th-century white wooden houses. This historic district provides a charming window into the city's past, inviting exploration and leisurely strolls.

Stavanger's proximity to the stunning Lysefjord, surrounded by towering cliffs and waterfalls, adds to its allure. The iconic Preikestolen rises 604 meters above the fjord and is a must-visit natural wonder accessible by a scenic hike.



Beyond its natural wonders, Stavanger boasts a vibrant cultural scene. The Stavanger Cathedral, dating back to the 12th century, stands as one of Norway's oldest churches, offering architectural splendor and historical significance. The city is also home to museums like the Stavanger Maritime Museum and the Norwegian Petroleum Museum, providing insights into maritime history and the oil industry.

Stavanger's appeal extends to its culinary scene, where diverse restaurants and cafes serve up delectable Norwegian cuisine, showcasing fresh seafood and traditional dishes. With its rich history, stunning landscapes, and modern amenities, Stavanger invites visitors to immerse themselves in a uniquely Norwegian experience, making it a compelling destination for those seeking adventure and cultural enrichment.





**STAVANGER:** the ALL-in-one MICE destination that ticks all the boxes!

- International airport **accessibility**. Main hubs : Frankfurt and Amsterdam, less than 2hr away.
- **A sustainable choice** from airport to transport, to food, venues and activities.
- **Energy capital** of Norway and exciting innovation region for several industries.
- **Authentic charm**, not overrun. Less leisure tourism, more exclusive feel for MICE groups.
- A **culinary capital** with some of Norway's most globally awarded Norwegian chefs. Get to know them on a personal level and enjoy the highest culinary standards throughout your stay (locally sourced from farms, sea and fjords)!
- An international **Street Art hub**.
- **Everything within reach**: 15-20 min transfer to/from the airport, everything accessible on foot in the city, hop straight onto your boat straight into the fjords etc.
- Small airport and **hassle-free travel** which allows for longstretched immersive programs (you can be on the beach until 1 hr before your flight departure!)
- **Variety of landscapes**: impressive coastline with gorgeous beaches, mountains and valleys and fjords all in one place!

# Street Art on the menu.

Street Art runs through Stavanger's veins and one of the many exciting projects around town, called "Trains, Planes and Automobiles" is a series of artworks where first and last impressions happen; you guessed it...stations, airports, bus terminals etc.

Upon arrival, most people coming out the international arrival doors look to spot the doors.

Make sure you cast a quick glance to right before sprinting for the exit and admire "Gone Believer" by Snik; a duo of internationally acclaimed Norwegian street artists.

Every year the Nuart Street Art Festival, brings famed international street artists to literally redecorate the city. Names like ADDFUEL (Portugal), AXEL VOID (Spain), ELLA & Pitr (France), HERAKUT (Germany), JEFF GILLETTE (USA), BANKSY (UK) and so many more are no strangers to the street art connoisseur.

Indulge in the discovery of their masterpieces throughout your journey.

And upon leaving, you can't really miss overlooking the newest airport addition: the majestic wall design walking the bridge after passing security (in case you missed it at baggage claim). This impressive work is by the Italian artist Millo.



# DAY 1

Flight schedule TBC

Transfer from Britannia hotel to airport

Flight to Stavanger

5 min arrival transfer to Sola Beach  
Surprise welcome

Street food experience in the garden by the beach

Activities ; SUP initiation, Spa, fun & games

1900  
Beach walk to dinner venue  
Farmer's table dinner extravaganza

# DAY 2

**9:00**

Breakfast

## Group 1:

**8:00 - 10:30**

Self-drive by electric cars to the Race Track

**10:30 - 12:00**

Briefing, sport car racing

**12:00 - 13:00**

Mingle lunch

**13:00 - 14:00**

Off-road adventure

**14:00**

Self-drive by electric cars to Farsund Resort

## Group 2:

9:00 - 10:30

Transfer to heliport and departure by helicopter to race track

10:30 - 12:00

Off-road adventure

12:00 - 13:00

Mingle lunch

13:00 - 14:00

Briefing, sport car racing

14:00

Self-drive by electric cars to Farsund Resort

**15:30 - 16:00**

Check in and refresh

**16:00 - 1830**

Settle in, join activities in nature

**20:30 - 23:00**

High end culinary evening surprise

# DAY 3

**9:00**

Breakfast

**9:00 - 12:30**

Morning activities: kayak, fishing, sauna, nature based activities

**12:30-14:30**

Outdoors lunch

**14:30 - 17:00**

## Group 1

Departure by cars to the nearest heli landing plot, followed by a helicopter flight to Stavanger Airport.

**14:30- 17:00**

## Group 2

Self-drive by electric cars to Stavanger Airport

Short transfer all together to the city center

**17:30**

Welcome hospitality and settle in  
19:30

Dinner at the delightful Brasserie Pigalle.

# DAY 4

**9:00**

Breakfast

**10:00 - 13:30**

Embark on an exciting rib boat safari, exploring the fjord. This experience is sure to provide breathtaking views and a sense of adventure. The inclusion of an amazing BBQ lunch at the fjord side during the rib boat adds a delightful touch, combining thrills with a delicious meal in a picturesque setting.

**13:30 - 15:00**

Explore the charms of Stavanger with a tour that includes an unforgettable cider tasting experience.

**15:00 - 17:00**

Time at leisure

**17:00 - 19:45**

Experience an after-hours visit to the Oil Museum – a unique opportunity to uncover the secrets of oil history.

**20:00**

Incredible culinary experience by Michelin  
\*Chef Roger Askil Joya and his team.

# DAY 5

Departures



# HOTEL VICTORIA

Opened for the first time in 1900, this historic hotel has been completely renovated in 2020. The hotel enjoys a fantastic location in the city center, with all that Stavanger has to offer at your fingertips.





# SOLA STRAND HOTEL

Sola Strand Hotel is a charming property located on the shores of the North Sea near Stavanger in Norway, preserving its historical character from the 1900s. It provides various amenities, including restaurants, conference facilities, and comfortable rooms, ensuring guests a relaxing stay amidst nature.





# Farsund Resort

Farsund Resort is a haven of tranquility nestled in the scenic surroundings of Bjørnevåg. With 35 sea side cabins offering top-notch hotel standards, the resort provides a total of 121 rooms, each equipped with private bathrooms and amenities for preparing and grilling self-caught fish. Hiking, kayaking, floating sauna - everything is available in this place, as well as challenges that we can design for you!





# Example culinary highlight

## **DINNER: Omakase means "I trust you"**

Omakase serves a style of sushi called Edomae sushi, which in Japanese derives from Edo = old name for Tokyo, mae = close.

This is the highest form of the true art of sushi where the Itamae (chef) seeks to exploit the product that is find in their vicinity, and then present it as pure and simplistic as possible to enhance the natural flavor and texture of the product. Omakase serves a style of sushi called Edomae sushi, which in Japanese derives from Edo = old name for Tokyo, mae = close.

This is the highest form of the true art of sushi where the Itamae (chef) seeks to exploit the product that is find in their vicinity, and then present it as pure and simplistic as possible to enhance the natural flavor and texture of the product.

📍 City centre

🍴 Highly exclusive dining

👁 City



# ROGER ASAKIL JOYA

Roger Asakil Joya is a world famous sushi masterchef.

He has brought a Michelin star to Stavanger and has opened several concept restaurants around the city.

It is an exclusive and exceptional experience to be able to learn and taste all things sushi from a master like him.

At one of your stops, learn the exciting stories of a mix of Japanese and Norwegian culture and how a focus on sustainability gave birth to nordic sushi.

He is one of the pioneers in bringing sushi to Norway.





## Solastranden Gård

Combine the authentic charm of a farmhouse from 1958 with its stunning sustainably renovated building right by the beach.

Feast on the freshest produce the region has to offer.

Walk on the beach from Sola Beach Hotel.

 Solastranden Gård



Farmers table locally sourced







## Hidden Bunker

This magical hidden bunker from the times of World War II has its entrance right next to the main entrance of the hotel.

We'll show you its hidden entrance and invite you there for a delightful cocktail by candlelight.

 Sola Strand Hotel

 Bunker visit









## RIB BOAT ADVENTURE!

Today, you're going on a Viking-style adventure to conquer the fjord! Get on a speedy boat that will take you to one of the most beautiful fjords in Norway - Lysefjord, where you'll be surrounded by the stunning Norwegian nature. Feel the water below you, the wind in your hair, and enjoy the amazing views of the fjord – get ready for an awesome journey!

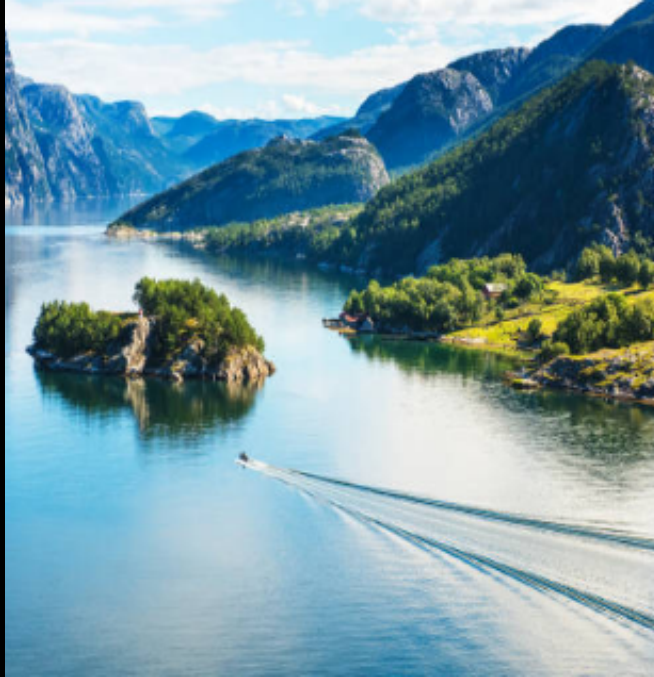
 Stavanger

 Speed boats





# Example fjord side lunch





# CITY DISCOVERY AND CIDER TASTING

Authentic charm, community spirit, records and the taste of Norwegian cider at Blåveis.

Learn why cider is taking an equally important position as beers and wines and caters to every taste palette.

 Stavanger

 Cider tasting and guided city walk



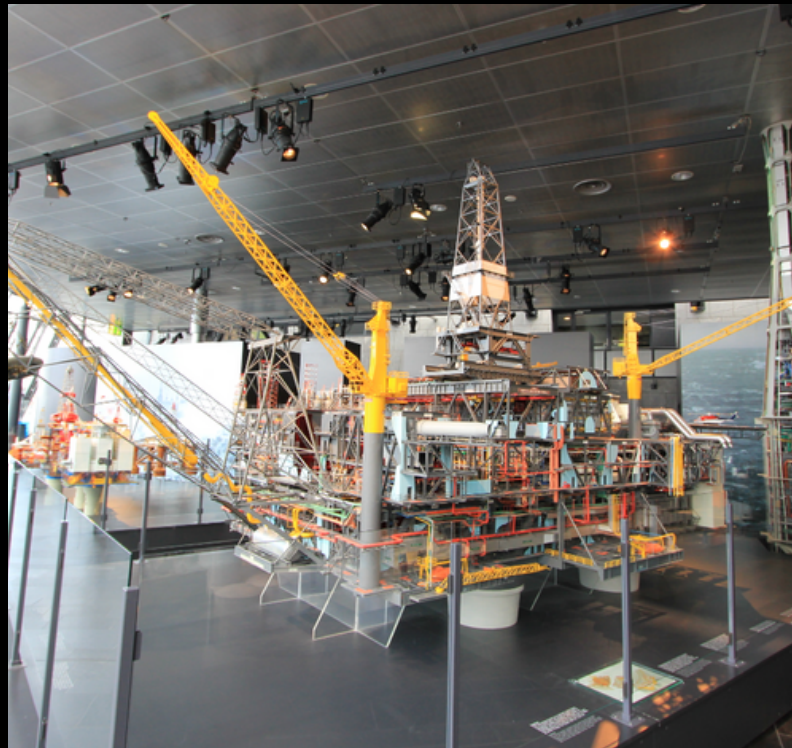


# POST-HOURS visit to the Petroleum Museum

Stavanger has been blessed by different eras of welfare thanks to both Fish Oil and Petroleum. Oil and gas are the major economic sectors of Norway, with a high emphasis on a green shift towards sustainable energy.

📍 Stavanger city centre

🏠 Private museum visit





# THE ULTIMATE RACE!

A hidden gem of a race track for automotive enthusiasts.

It is set within the rugged nordic scenery and the asphalt is to F3 standard.

This is your chance to test drive against the forces of nature!

After a track drive, drive off road for a different driving experience.

 Kroheia

 Fun at the race track





# Self-drive experience

Depending on which group you are in, you will be heading to or from the race track, experiencing an amazing self-drive by an electric car along beautiful Norwegian roads.

📍 Stavanger -> Kroheia

🚗 Self-driving experience





# Helicopter flight

Depending on which group you are in, you will be heading to or from the race track, experiencing a beautiful helicopter journey above mountain-, coastal- and fjord landscapes.

📍 Stavanger -> Kroheia

🚁 Helicopter flight





## Relax at your resort

Hop on small boats for fishing, learn to fileting freshly caught fish, and paddle a kayak on calm waters. Try some fun volleyball and mini-golf challenges. Join us for an adventure full of fishing, play, and discovery!

 Farsund resort

 Different activities organised especially for your group





An aerial photograph of a harbor in Stavanger, Norway, featuring a large ship docked and a dense urban area in the background. A large, red, wireframe sphere is superimposed over the center of the image.

# **The MICE Guru**

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# **SEE YOU IN STAVANGER!**