

FAM TRIP MICE

JANUARY 13TH – 15TH 2017



❖ Friday, January 13th 2017.

17h00: Transfer from Palmeraie Golf Palace Hotel to Eden Andalous Hotel.
Fresh bottled water on board.

17h45 : Arrival at Eden Andalous Hotel.

Traditional Moroccan ceremony, fresh mint Tea and Moroccan Pastries will be served while check-in.

Check-in at your room and time free.

19h00 : Transfer from to Sofitel Marrakech for a cocktail.

Transportation will be ensured by : 3 Mercedes Sprinter mini-vans 14 seats.

Place : Saphir meeting room (TBC by Hotel)

Composition of the cocktail : TBC by Hotel.

The list of participants with their dietary restrictions will be given directly to the hotel.

Presentation of the week-end program by ARAVMS.

21h00 : Continuation of the evening at SO Lounge in Sofitel Marrakech Hotel.
Free access of Hosted buyers to So Lounge – Consumption on their own.

Free shuttle back to Hotel.

02 shuttle departure will be at disposal for 23h00 and 00h00

After mid-night Hosted buyers need to manage themselves their return transfers back to Hotel.

Overnight at Eden Andalous Hotel.

Wake-up call can be scheduled on guests request.

✓ **Saturday, January 14th 2017.**

Buffet breakfast at Hotel starting from 07.00 am.

08h30-09h30 : Sites inspection of the **Eden Andalou** Hotel in small groups.
The visit will be managed by **Mrs Yasmine JAKANI** | Head of sales department

Email : yasmine@edenandalou.com

09h30 : Marrakech Medena Express Rally will be organised by our partner
Briefing by Animatec Team regarding the running of the activities and the set-up of teams.

10h00 : Departure of the 03 Mercedes Sprinter vans to the Medina " Old section of the city "

The group will be split into 6 small teams.

Each team will have a colour scarf for distinction, and must design a team leader.

Each team will have :

- ✓ A road book in the form of slides illustrated in colour with plan of the medina of Marrakech, and the indications to follow to find the different check-points.
- ✓ A digital camera for taking pictures requested in the road-book.
- ✓ A signature card to be recorded with the characters to be found.

By following their road books, the teams must look for places in the medina, where they will meet our team or disguised characters, pass tests that will allow them to discover the Moroccan culture, the history of Marrakech and the life of the inhabitants of the medina.

The steps and activities that we suggest as follow :

- ✓ The mythical Djemaa El Fna square and the creation of a show with Gnaoua musicians.
- ✓ One of the old caravanserais of the street Dar Bacha for the reconstruction of a mosaic puzzle.
- ✓ Semmarine Street for an activity of disguise and the test of the hanging and the stalling of the out-fits with the cane.
- ✓ Rahba Laqdina place for the scent test (blind test: Spices, essential oils, natural perfumes).
- ✓ Souks of dyers for the discovery of naturel pigments and the trial of wearing scarfs the Taoureg " Blue Men" style.
- ✓ The Barman test with the manual orange presser : Participants must press the maximum amount of orange juice into the manual juicer in a limited time and serve all teammates.

Participants must also find characters described in puzzles in the road book to design their signature cards, take original photos and photographs according to defined criteria, rewrite a dissertation illustrating their adventure in the medina of Marrakech, answer the book quiz.

Duration of Marrakech express is about 02.30 hours.

Each team will have find out at the end of the rally by the help of using the road-book where the lunch will take place.

13h00 – 14h30

Group 01 : **Lunch at Riad Moucharabieh** **Maximum 15 persons.**

www.moucharabieh-riadmarrakech.com

7 Derb l'Hôtel Bab Doukkala - Marrakech, Maroc

Phone : +212 524 38 72 12

Managed by Z'Tours.

Group 02 : **Lunch at Riad Les Yeux Bleus** **Maximum 15 persons.**

<http://marrakech-boutique-riad.com>

7 Derb El Ferrane, Bab Doukkala, Medina, Marrakech, Maroc

Phone : +212 524 378161

Managed by ALM.

Group 03 : **Lunch at Riad Dar Justo** **Maximum 15 personnes**

<http://www.darjusto.com>

35 Derb Chorfa Lakbir - Mouassine, Medina, Marrakech, Maroc

Tél : +212 524 426999

Managed by Across Morocco.

Standardised menu within the 03 Riads.

*Variety of fine Moroccan salads
Mixed grill accompanied by a tagine of vegetables
Orange salad with cinnamon and orange blossom
Moroccan pasties*

Drinks : Red or white Moroccan wines, local beers, sodas, mineral water still & with gas, coffee and Moroccan mint tea.

The list of participants with their dietary restrictions will be communicated directly to the Riads.

14h45 - 18h00 Discovery of Marrakech under 03 different themes.

Group 01: Water spring of life.

In line with the recommendations of COP22, a workshop will be devoted to the preservation of water resources in the city of Marrakech.

The visit to the new museum of the civilization of water - Awaiting for the confirmation of the local competent authorities.

Group 02: Marrakech in green

Visit to 3 golfs courses in Marrakech: Golf Royal – Amelkis and Atlas Golf.

Group 03: Marrakech Gastronomy & Well-being.

A Moroccan cooking class will take place in a Riad adjoining Riad Dar Justo.

7 participants will be able to do the Moroccan cooking class.

During this time, the 7 other participants will experience the traditional ritual Spa Hammam 30 mn duration and Massages with Argan oil 45 mn duration.

This performance will take place at the Bain Bleu owned by Riad Dar Justo

18h00 : Return transfer to Hotel – Time free.

19h30 : **Transfer from Hotel by Mercedes Sprinter 14 seats to Agafay desert area.**

Enjoy your Fare-well dinner in an exclusive Bedouin Camp under the stars of the Atlas in Agafay desert. For all participants.

Welcome drink on arrival

Check-in under the caidal tents

Menu

Moroccan heavy soup served with Tafilalet fresh Dates and lemon.

Roasted Lamb in terracotta oven.

Royal couscous with seven vegetables of the Atlas.

Pastilla with milk and almonds

Mint Tea and Moroccan pastries

Drinks : Red or white Moroccan wines, local beers, sodas, mineral water still & with gas, coffee and Moroccan mint tea.

The list of participants with their dietary restrictions will be given directly to our supplier.

Entertainment : 01 folk troupe to perform during the evening.

23h00 ; Return transfer to Hotel – 03 Mercedes Sprinter vans 14 seats.

Overnight at Eden Andalous Hotel.

Wake-up call can be scheduled on guests request.

Single rooms for Hosted buyers : 39 rooms

Single rooms for Press : TBC

✓ **Sunday, January 15th 2017**

Buffet breakfast at Hotel starting from 07.00 am.

Departure transfers to Marrakech airport in time according to flights schedule.

Assistance with formalities at airport.