

Proposal for Incentive in Athens

ATHENS SENSATIONS



Discover Athens is an experiential treasure hunt game aiming to present to participants the Greek culture through an experiential way, in the oldest continuously inhabited area of the city. They will have to walk and... run in all important sites of the town in order to collect points and hints using all 5 of the human senses. During their hunt they will have to communicate with shop owners, even speak some Greek. They will have to answer questions related to the history and the economy of the country, taste local products, cook Greek dishes, take pictures, dance.

Procedure:

Briefing: Participants will be split in teams of 10-12 people and will be given an envelope containing their brief and their tools (map, booklet, dictionary, paper, digital photo camera etc)

Let the game begin: For the next 3-3 ½ hours they will have to visit different parts of the town in order to get the necessary information or hint to proceed. At each point a Trekking Hellas representative will be present to facilitate the procedure.

Tasks:

- **Greek Olympic Quiz** (answer and learn about the history, Olympic Games & sports, culture, economy and gastronomy of the country)
- **Tastes Greek:**
 - o **Salty food stand:** participants have to identify different varieties of Greek cheese (feta, graviera, etc) and olives accompanied by traditional Greek bread. (3 varieties of cheese and 3 varieties of olives)
 - o **Sweet food stand:** there will be three different and very characteristic Greek deserts: masticha "ypovrihio" meaning submarine in Greek, loukoumi (Greek delight) and "glyko tou koutaliou".
 - o **Greek drinks stand:** 5 different Greek drinks will be offered to participants to taste and identify: Greek Ouzo, Metaxa Brandy, mastic, white and red wine. Participants will have to identify them according to their different characteristics such as acidity, aroma, degree of dryness etc.
- **Greek Photo Shots:** Given digital cameras participants have to discover particular places, items related to the Greek culture, architecture history (old doors, statues, street names etc) and take pictures of them. After the program finished, we will send you one CD with a selection of the photos you took!
- **Greek cooking lesson:** Participants will be given instructions and ingredients and will make a typical Greek salad which originates from Crete island or cook and taste the famous Greek tzatziki.
- **Komboloi making workshop:** And of course Greeks play their komboloi, with the beads so that they are stress relieved and relaxed. So the teams will also have to make colorful komboloi in this workshop.
- **Smells Greek:** Participants smell spices hidden in bags (cinnamon, oregano, thyme etc.) and must find the origin of each smell.
- **Greek Coffee and Frappe!** Participants will go to an old and authentic cafeteria and make themselves a strong Greek coffee or an iced frappe coffee!

Duration: 3-3 ½ hours, (exact meeting point to be defined together with you). Participants will be split in teams of 10-12 persons and the English (or French) speaking coordinator of the activity will brief them. The rest of the guides will give the teams their road book with the instructions. Teams will be divided with numbers or different coloured stickers /ribbons.

Participation requirements: Basic physical condition

Operation: February-December 2012