



**Press feature
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Vikings – the world’s first team building pioneers

If you are looking for an historical precedent for a cohesive, determined successful team building model, you could do worse than the Vikings. The 1,000 year old ancestors of today’s Scandinavians still have a thing or two to teach today’s corporate teams – and they sure knew how to have fun!

The Øresund Region is renowned for its Viking heritage which is lovingly preserved and brought to life in several sites throughout the region. Many of those sights are now offering tailor made meetings, conference and team building services which can provide everything from an evocative and unusual backdrop for a corporate get together or conference, to a full-on activity-based team building adventure.

Remnants and replicas

The Vikings were of course best known for their extraordinary sea faring exploits. In Roskilde, 25 minutes west of Copenhagen . in a majestic purpose built museum the Vikingeskibsmuseet (Viking Ship Museum), with an outdoor ship yard and other exhibition spaces overlooking Roskilde Fjord, you can see the remnants of real Viking ships of various kinds discovered in the fjord itself.

For many years the locals harboured a hunch that there were ancient ships beneath the waters of Roskilde Fjord, but it wasn’t until the late 1950s that the Viking ships were excavated, reassembled and put on display in a purpose built museum, overlooking the water

One of the ships found in the fjord was made from timber from the Dublin area, felled in 1042. A sea-going recreation of this ship, named the Sea Stallion from Glendalough, has recently been completed by the craftsmen of the open air ship yard beside the Viking Ship Museum. The ship is a stunning example of Viking technology – perhaps the finest Viking ship recreation (replica?) ever built - and the pinnacle of nautical



archaeological research into this period. In honour of its origins, the Sea Stallion will embark on an ambitious journey this summer. It will sail across the North Sea to Dublin in early July 2007, returning to Roskilde in 2008.

The Viking Ship Museum is well geared to corporate needs and regularly hosts meetings and events for up to xxx people among the evocative Viking ships on display in the museum. The event can also be combined with a trip on the fjord in a replica Viking ship.

Alternatively, you can sail on the ferry Harald Blåtand (Harold Bluetooth – from which the wireless communications technology takes its name) from the museum along an original Viking route, to another notable Viking sight, Frederikssund.

Live like a viking

Also close to Roskilde is the Lejre Experimental Centre, 106 acres of nature and historical attractions which include, during the summer, a Viking market with costumed stallholders selling authentic Viking produce, such as butter and bread. Lejre is a unique place where the atmosphere of a real Viking settlement is accurately evoked in an authentic setting – a true 'goose bump' destination where history comes to life before your eyes. Lejre can also host corporate and teambuilding events for groups of between 10 and 150 to give your employees or clients a real taste of Viking life.

The largest Viking centre in the Nordic Region

Over 3,500 people in Europe are members of Viking societies and one of their most popular meeting places is Foteviken Viking Reserve, south of Malmö, 50km from Copenhagen. The reserve is the largest Viking centre in the Nordic region featuring an entire Viking town with 24 buildings. It hosts numerous events, concerts, exhibitions and festivities for the public from April to October. At the centre of the site is the Foteviken museum with handicraft workshops, a recreation of a Viking village, a Valhall, or hall (mainly used for events during the winter) and numerous other Viking era buildings.

The Viking Reserve at Foteviken has plenty of experience in tailor making corporate and team building events on site with a Viking theme, including authentic viking games like archery, caber tossing, axe throwing and the Viking equivalent of *boules*, as well as riding Icelandic ponies, and Viking feasts – or Vikingablót - with a capacity of up to 2,000 people. The Reserve also has on-site accommodation in realistic Viking cabins.

Fotevikens Museum

HYPERLINK "<http://www.foteviken.se>" www.foteviken.se

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Lejre Forsøgscenter

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Facts about Copenhagen / Øresund

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The budget is over DKK 81m, including DKK 8.3m from the EU's INTERREG IIIA. The markets targeted by the project are Germany/Switzerland, Great Britain/Ireland, USA, China, Italy and Spain. Copenhagen / Øresund partners are SAS, SPANAIR, Copenhagen Airport, the Oresund bridge, Avis, Malmö Tourism, Position Skåne, VisitDenmark and Wonderful Copenhagen. The aim is to place the Øresund region on the world map and make the destination more accessible.

Links to our partners:

www.visitcopenhagen.com

www.visitdenmark.dk

www.malmo.se/turist

www.skane.com

www.flysas.com



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