



“ARBOLAR” BUSINESS

www.arbolar.com



1 OUT DOOR
TRAINING



2 CORPORATE
INCENTIVE TRIPS



3 BUSINESS
CLUB



4 LOGISTICS

■ Introduction



Dear friend,

We are delighted to bring you the activities which **«Arbolar, Active Training and Leisure»** has on offer for our friends and clients. Our aim is to cover a wide area of the sector catering for business needs in training, incentive trips, meetings and congresses.

What sets us apart is the great advantage having our very own centre allows us to offer our clients. It means we have the capacity to accommodate a wide range of business events, from outdoor training courses to business meetings or sales presentations.

The organisation of these events is optimised by our great experience in all aspects: from accommodation for participants, to our staff specialised in outdoor courses; from meals to transport and other logistical needs.

Our team of professionals, made up of coordinators, top-level sportsmen and women and psychologists, highly experienced in the field of training, is at your service to make sure that your corporate event is a great success.

José Manuel Galindo Carbonell

General Director





Introduction

Arbolar (Training Area) is a team of experts in training and organisation of activities geared towards improving the efficiency of your business, through development of human resources. Its success is based on combining activities and exercises, in themselves invaluable training tools, with the theoretical contribution of behavioural evaluation and the application of these principles in skill-building.



1 OUT DOOR TRAINING



■ Sailing, applied to training

As basic tools for training exercises, Arbolar uses water activities and the great outdoors. This environment, both novel and fun, provides the ideal medium for activities such as:

Team building.

Leadership development.

Group evaluations.

Boosting corporate image and staff incentives.

Putting participants in unfamiliar environments and getting them to resolve situations which can only be tackled by team work offers a unique experience in which the skills of individuals can really be brought out. The impact of these team activities on participants is long-lasting and creates links which would be difficult to forge in an everyday work environment.

Sailing, by its very nature, promotes team spirit, trust in colleagues and decision-making skills in new situations. If we add to this a series of tasks designed to boost the afore-

mentioned skills, we have in our hands an important working tool which combines training with fun. Without a doubt, this makes it easy to take in and digest the concepts which we are trying to develop.



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**OUT DOOR
TRAINING**



During the first part of the course, participants receive basic training in sailing (steering, changing direction, basic manoeuvres, etc) with the help of our expert staff. In the second part, these new skills are put into practice in a practical naval exercise, in which participants are faced with a series of challenges. The different attitudes shown are evaluated, taking into account the performances during the practical part of the different activities, allowing us to analyse, amongst others, skills such as:

- Leadership.**
- Coping with difficulties.**
- Team-building skills.**
- Risk-taking skills.**
- Communication skills.**



1 **FORMATION OUT DOOR**

How we work

While in the classroom, there is a focus on each aspect of those skills which are part of the training, relating them to the practical experiences of sailing. Those taking part can then reflect, comment on and make contributions which optimise assimilation of and practical, general use of the skills addressed, and how they would be applied in the workplace.



■ The opinion of our training teams

Outdoor training experiences which are correctly structured and organised are excellent metaphors for working situations. So even if they seem to have little relevance, they do in fact mimic the processes dealing with skills and attitudes directly related to the world of work. These types of activities therefore need analytical processes, creative thought, communication, leadership, teamwork, delegation, problem-solving etc applied to emotionally charged situations recreating states of excitement, frustration, pressure of time, interpersonal conflict, confusion and, of course, fun!

The processes of thinking, feeling and acting go hand in hand with activities perfectly designed for the development of professional skills.

If training practice in the classroom is too specifically designed for the profession of the participant, it can, in general, become too theoretical and, above all make it difficult to create realistic emotional and motivational states. Our training aims to avoid this fundamental limitation so that participants can enjoy learning and learn while enjoying themselves, without neglecting other emotional states which occur naturally and inevitably in the workplace. As a complement to this, «post-activity» classroom sessions

allow participants to apply new skills to their corresponding elements on a professional level. This creates links which mean the participant can take an all-round training experience back to his or her workplace, and even to their own personal lives.

Team of training consultants:

ENRIQUE J. GARCÉS DE LOS FAYOS RUIZ

Partner in Q Research/Lecturer in Psychology at the University of Murcia/Doctor of Psychology /Masters in Human Resources/Expert in Sports Psychology.

PEDRO JARA VERA

Partner in Q Research/Lecturer in Psychology at the University of Murcia/Post-graduate in techniques of hypnosis and suggestive therapy/Practitioner in Neuro-linguistic programming/Expert in Sports Psychology.



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**FORMATION
OUT DOOR**



Arbolar is offering you the chance to motivate and reward your employees, colleagues and clients in a unique way with an excellent and memorable experience in an exclusive environment and a wide range of activities to choose from.



So, as well as having a fantastic place to stay at your disposal, Arbolar also proposes you incorporate, amongst other activities, the following into your corporate incentive trip:

- Sailing courses (intensive or spread out over several stages).
- Diving course (discover diving, initiation, advanced...)
- Multi-nautical holidays, combining a sailing course with a course in diving or canoeing.

Within the Arbolar incentive programme, everything is designed to have a positive influence on all participants. We can include, as well as other mentioned activities, more diverse pastimes such as gastronomical days, wine tasting, cultural activities etc, which encourage bonding between

■ Meetings and Congresses

participants and are invaluable for companies. The focus is on the development of:

1. Loyalty

Promoting commitment and emotional involvement over time.

2. Incentivisation

Involving everyone, experiencing new challenges and rewarding achievements.

3. Motivation

Generating a positive attitude, forging links and encouraging competitiveness.

4. Training

Encouraging development and channelling skills towards the improvement of business objectives.



2 CORPORATE INCENTIVE TRIPS

■ Arbolar «Business Club»

ARBOLAR BUSINESS CLUB is a new type of centre designed to accommodate business meetings, both professional and private. A place which offers everything needed to exchange ideas, negotiate agreements, present products, host special events, define strategies, share culture...all in an exclusive space and environment, boasting maximum comfort and excellent service to make sure we achieve the best outcome possible. Contributing in no small part to all of this is the support of our professional experts and the latest technology.

The ARBOLAR premises are specially designed to get the most out of meetings held there. As they can be used exclusively by our clients, they create an atmosphere of total concentration and a focus on meeting business objectives.

ADVANTAGES OF ARBOLAR BUSINESS CLUB

Exclusivity.

Privacy.

Space and a privileged environment.

Advanced communication technology.

The option of incorporating nautical activities: the perfect complement to the organisation of any business gathering.



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**ARBOLAR
BUSINESS CLUB**



■ «Arbolar» Active Leisure Centre

ABOUT THE RESIDENCE

- More than 800 m² to make use of.
 - 13 bedrooms of about 16 m² plus bathroom.
 - Board/meeting room of 110 m², with room for 30/40 people.
 - Wi-fi connection throughout the premises.
 - Catering
 - Wonderful location, in los Urrutias (Mar Menor) looking directly onto the sea.
 - The best environment to get the most out of the premises all year round.
- An average annual temperature of 19° and 3000 hours of sun a year.
 - Located 15 minutes from San Javier airport and 10 minutes from the city of Cartagena.
 - Outstanding premises, designed and redecorated by the prestigious architect Martín Lejarraga (finalist of the FAD 2003 awards, winner of an award for SALONI interior design 2004...)
 - 10 dinghies, four 12 metre cruising ships, auxiliary boats.

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Accommodation is in the «**Arbolar**» **Active Leisure Centre**, which belongs to our company, and is found in the village of Los Urrutias, Cartagena, located right on the shore of the Mar Menor beach, Murcia.

The «Arbolar» Active Leisure Residence is located in one of the most beautiful areas in South-east Spain. Right on the Mar Menor beach, in the village of los Urrutias, this spot in Punta Brava has managed to escape the over-development of the rest of the Mediterranean coastline. It is an incredibly beautiful place, where herons, ducks, flamingos and other bird-life can be seen on the beach, giving us some idea of the peace and tranquillity found there.

Its thirteen rooms have bathrooms, air conditioning, televisions, telephones and some stunning views of the Mar Menor, which on their own would justify a visit to the Centre. We also have a dining room, a meeting or board room, a good-sized solarium terrace, a bar and a store room for boats.



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LOGISTICS



Round about

The following are amongst some of the most interesting areas around the Residence:

The **Mar Menor** is a salt lagoon boasting 42 km of beach and an average depth of 4 metres. Separated from the Mediterranean Sea by a narrow strip of land called «La Manga del Mar Menor», it's connected with the aforementioned Sea by channels known as «golas». The peacefulness of its waters –almost entirely free of waves– an average temperature of 20 degrees, 300 days of sun a

year and its coastline made up of sandy beaches, make this unique area the ideal place for all kinds of water activities.

Around the «**Arbolar**» Active Leisure Residence, there are some fascinating places which increase the value of a stay at our centre. The Manga del Mar Menor is only 8kms away, a popular tourist area with all of the corresponding hotel services, shopping centres, leisure areas and night-life. At the same distance we find the village of Cabo de Palos, a traditional fishing port where you can enjoy the

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local dishes, typical shops and a lively night-life. The coastline here is also well-known for the seabed, which is spectacularly beautiful and rich in marine life. The **Regional Park of Calblanque** is very near here, a true example of conservation of the Mediterranean coast, where you can enjoy kilometres of unspoilt beaches and crystal clear waters. The San Pedro Salt Flats Regional Park can be found in San Pedro del Pinatar, another area to take in the unspoilt Mediterranean coastline.

As for nearby cities, the City of Cartagena is only 15 minutes away by car. This historic city is a true living museum of the Mediterranean, offering the visitor a wide range of leisure and commercial centres, ranging from the excellently preserved remains of a Roman Theatre to large

department stores. The beautiful provincial capital Murcia is also well worth a visit. Situated 60 kms away by motorway, it is of great cultural and commercial importance to the South-east of Spain.

Lunch is usually eaten around the place of the activity –Perdiguera Island, Cabo de Palos, etc.–

Dinner, depending on our clients, can be enjoyed either in one of the many restaurants in Cartagena or Cabo de Palos, or in the Active Leisure Centre itself.



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LOGISTICS



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