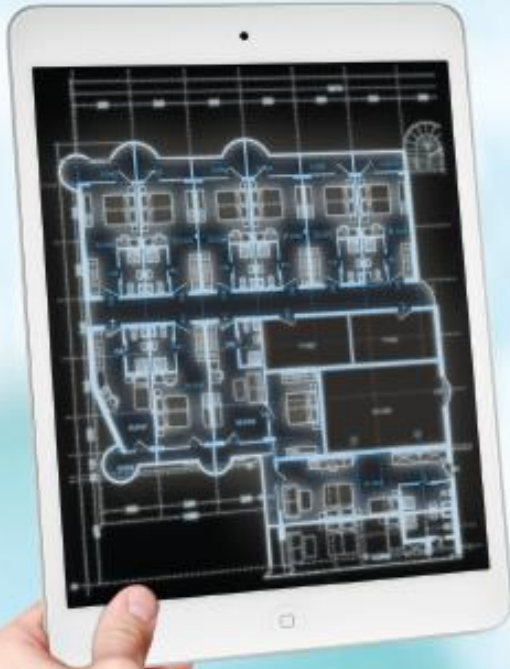


meetings **FOCUS**[®]

THE DESTINATION EXPERTS



SITE Check up with a venue inspection before checking in **UNSEEN?**

CONVENTION CENTERS
The Rules of Engagement

LUXURY HOTELS
The Value of Luxury

The destination sections selected by you!

Wide angle

Trends + Tips + Tools

BREAKOUT!



Forged by Fire

Visit Oceanside gets extreme with teambuilding fun

By Marlene Goldman

VISIT OCEANSIDE, THE CVB FOR Oceanside, Calif., recently debuted a teambuilding program that allows groups to experience what it's like to be a firefighter.

Groups participating in the "Firefighter for a Day" program meet at Oceanside's Command Training Center, an advanced fire training facility that is one of only a few in the nation with high-tech video simulator capabilities.

The program includes a simulated fire

emergency and hands-on activities such as operating a fire hose and rescuing a "victim" from a burning building. Groups work with a team of firefighters who coach the attendees and offer advice on how to manage and approach the incident.

The aim is to focus on leadership, trust and accountability as well as communication. At the end of the day, groups participate in a debriefing that lets them reflect on how they

can apply those teambuilding concepts to their own workplace or organization.

The firefighter experience is an addition to Visit Oceanside's popular "Hero for a Day" teambuilding program that also includes a Navy Seal-type boot camp and Marine-inspired activities at Camp Pendleton. Hero programs range from three to four hours and are available to groups with a minimum of 10 participants.



EDITOR'S PICK

THAT'S Entertainment

GIGSALAD.COM IS A ONE-STOP ONLINE solution for event planners searching for entertainment for their groups.

Founded in 2004, the booking platform brings together an estimated 650,000 event planners and nearly 60,000 performers and service providers. GigSalad.com features talent from 584 individual categories of musical acts, entertainers, speakers and other event-related services for hire.

CEO and co-founder Mark Steiner started the company based on requests he was getting while running a Connecticut-based talent booking agency. Steiner says the company was flooded by calls from artists looking for gigs, and from buyers seeking to book artists.

"We have 584 different categories of performers on GigSalad.com, from acrobats to zydeco, belly dancers to fire performers,



and pretty much everything you can imagine—and plenty more that you can't," says Steve Tetrault, co-founder of the company. "We have 140 types of impersonators alone, including Oprah, Madonna and over 300 Elvises. Service providers in GigSalad can include photographers, cake decorators, limo drivers, bartenders, massage therapists and much more."

"We have transitioned from a simple directory of entertainers to a robust, mobile-friendly booking platform that makes it easy for event hosts to browse and book nearly 60,000 performers and event service providers," Tetrault continues.

More than 4,000 booking requests are processed daily, according to the company.

—Marlene Goldman

GIFTS + GADGETS

SPRAYABLE

Mr. Sandman in a can

Sprayable recently launched a new product that they claim provides restful sleep at the push of a button.

Sprayable Sleep is a sleep aid made to spray right onto your skin. Touted as the world's first topical melatonin spray, it works without any harsh chemicals and is aimed especially at travelers dealing with stress or chronic pain, battling insomnia or just aiming for a little shut-eye on a long flight.

If you're looking for a wake-up call instead, the company also produces Sprayable Energy, a healthy alternative to coffee and caffeine-laden energy drinks.

www.sprayable.co

