



# ALERT TRAVELER

## *The cost of travel: More than the price of your ticket*

Today, business success requires travel. Many travel-related costs— plane ticket, hotel, car— are obvious. But the overall price you pay is much higher. Travel often involves long hours, crossing time zones, "red-eye" flights, disrupted schedules, and frequent trips. These factors create jet lag and fatigue, which can degrade every aspect of your functioning. Jet lag exacts a toll on your judgement and decision-making, your reaction time, and your ability to communicate. It makes you forget things, worsens your mood, and leaves you inattentive and disconnected. Every business traveler has experienced these travel costs. Now there is something you can do about it.



## *The Alert Traveler*

The Alert Traveler seminar provides practical, effective strategies, based on accurate scientific information, to improve your performance and productivity when you travel. The bottom line: reduce the hidden costs of travel and optimize your business outcomes.

In this two-hour seminar by Alertness Solutions, you will learn to create a comprehensive, personalized approach applying the strategies and tailor them to the requirements of your travel. The Alert Traveler addresses:

- *Sleep— some of our most productive hours*
- *Your internal body clock*
- *Effects of travel on performance, productivity, mood, & alertness*
- *Personal strategies— 15 strategies, including strategic naps, optimal use of caffeine, exercise, light exposure, medications, & others.*
- *How to distinguish safe, effective strategies from products that promise a quick, easy fix.*
- *Scheduling & planning— how to tailor the strategies you learn in the seminar to the specific requirements of your travel by building them into a trip plan.*

You integrate all of this information into an approach that becomes an invaluable business tool. Each business opportunity deserves your optimal skills, knowledge, and abilities. Make the most of your business trips by capitalizing on your abilities, and bring home success.

## *The Seminar*

The Alert Traveler is a two-hour interactive seminar available for small or large groups. Each individual receives useful tools and materials, including the Alert Traveler Pocket Guide, a portable reminder of key concepts and strategies.

For more information about the Alert Traveler or to arrange a seminar, please contact Alertness Solutions by phone (408.253.1019), fax (408.253-2317) or e-mail <bealert@alertsol.com>. Currently, the Alert Traveler seminar is provided to companies and organizations at their sites. Please let us know your interest in the Alert Traveler so that we can address your needs.

For information about other products and services offered by Alertness Solutions, please visit our website at <[www.alertness-solutions.com](http://www.alertness-solutions.com)>.



ALERTNESS  
SOLUTIONS

**A**lertness Solutions is a scientific consulting firm that translates knowledge on sleep, circadian factors, alertness, and performance into practical strategies that improve productivity and safety in our 24-hour society.

Dr. Mark Rosekind, President and Chief Scientist of Alertness Solutions, introduced The Alert Traveler at the World Economic Forum in Davos, Switzerland. Dr. Rosekind is internationally recognized for creating effective, real-world solutions based on his extensive scientific expertise. He has conducted research and taught at Stanford and Yale Universities, and has led the NASA Ames Fatigue Countermeasures Program. Among the honors recognizing Dr. Rosekind's significant accomplishments are the NASA Exceptional Service Medal and a Flight Safety Foundation Presidential Citation for "Outstanding Achievement in Safety Leadership." Dr. Rosekind is a dynamic presenter known for translating complex scientific ideas into practical information.