


# NOTES

 **NORTHERN CALIFORNIA CHAPTER**  
MEETING PROFESSIONALS INTERNATIONAL

**Connect the Dots  
to the Industry's Future**

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**"Things are going to get a lot worse before they get worse." ~ ~ Lily Tomlin**

- **Learn from the present and past.**
- **Look to the future.**
- **Be curious.**
- **And please, cell phones, PDAs, smart phones, other things that beep, ring or make other noises, off, silent or on vibrate.**

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# NOTES



## Predicting The Industry's Future:

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### Some of our "dots"

- Ethics
- Confidential assets
- Climate change

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### More of our "dots"

- Changing demographics
- World economy
- Terrorism & other risks

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# NOTES

Giant "dot"?

•Technology

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**Prepare for the  
Future**

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**Prepare for the Future  
Scenario: Core Competencies**

**Some joined this industry  
because they loved people and  
travel and were good at  
details. Future competencies  
will be different.**

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# NOTES

## Definition: Core Competency

"A core competency is fundamental knowledge, ability, or expertise in a specific subject area or skill set. ... Companies with specific strengths in the marketplace, such as data storage or the development of accounting applications, can be said to have a core competency in that area. The *core* part of the term indicates that the individual has a strong basis from which to gain the additional competence to do a specific job or that a company has a strong basis from which to develop additional products. "

(from whatis.com)

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## Scenario: Core Competencies For Discussion

Discuss and detail at least 3 core competencies needed for the future.

How will you acquire these?

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As a result of participation in this session ...



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# NOTES

**"The future depends on what we do in the present."  
~ ~ Mahatma Ghandi**

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**Preparation for the Future  
Scenario: Demographic changes**

**In your workplace and among meeting participants are those representing multiple generations, multiple religious and ethnic groups, different genders, and sexual orientation.**

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**Scenario: Demographic changes  
For Discussion**

**List at least 10 workplace and meeting issues that will be impacted by demographic changes.**

**What are the implications of these demographic changes on how you plan now for the future?**

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# NOTES

## Preparation for the Future Scenario: Climate Change

All indications are that our climate, and that of the rest of the world, is changing.

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## Scenario: Climate change For Discussion

List 5 to 7 implications climate change will have on meetings, travel and tourism.

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## Resources

- [http://www.tia.org/researchpubs/ipi\\_current.html](http://www.tia.org/researchpubs/ipi_current.html)
- <http://www.strglobal.com/>
- <http://twitter.com/>
- <http://www.joesentme.com/>
- <http://www.hotel-online.com/>
- <http://www.bizjournals.com/>
- Business Week, Fortune, Forbes, Harvard Business Review
- Daniel Pink's "Drive" and "A Whole New Mind" and <http://www.danpink.com/>
- [www.google.com/alerts](http://www.google.com/alerts)
  - Airlines, Airline Security, Hotels, "Hotel foreclosures", Privacy, "Hospitality Industry", "Hospitality Education", "Tourism", "Tourism Education" and others!

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