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.
Predicting The Industry’s Future:

Some of our "dots"
- Ethics
- Confidential assets
- Climate change

More of our "dots"
- Changing demographics
- World economy
- Terrorism & other risks
Giant “dot”?

• Technology

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.
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)

Scenario: Core Competencies For Discussion

Discuss and detail at least 3 core competencies needed for the future. How will you acquire these?

As a result of participation in this session ...

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“The future depends on what we do in the present.”
~~ Mahatma Ghandi

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.

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?
Preparation for the Future
Scenario: Climate Change

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

Scenario: Climate change
For Discussion

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

Resources
- 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/
- Daniel Pink’s “Drive” and “A Whole New Mind” and http://www.danpink.com/
- www.google.com/alerts