



# **The Future of Exhibitions, Meetings and Events Phase 1 Pathfinder Report**

## **Key Trends in Business**

**May 26<sup>th</sup> 2010**

**Rohit Talwar**

**[rohit@fastfuture.com](mailto:rohit@fastfuture.com)**

**[www.convention-2020.com](http://www.convention-2020.com)**

**Web / Newsletter: [www.fastfuture.com](http://www.fastfuture.com)**

**<http://twitter.com/fastfuture>**

**<http://www.linkedin.com/in/talwar>**

**Blog <http://widerhorizons.wordpress.com>**

# Emerging Business Drivers

- **Total Sustainability**
- **Business Models**
- **Emerging Markets**



# The Outlook is Turbulent



# 10 Mega-trends shaping the next decade

Economic turbulence, a shift in wealth from west to east and political uncertainty are shaping the landscape

Society in Transition



Natural Resource Challenges



Demographic Destinies



Geo-political Complexity



Economic Crisis and Power Shift



Generational Crossroads



Technology and Science



Rethinking Talent, Education, Training



Global Internet Expansion



Enterprise 3.0



# **Major Transformation 1 - New Global Governance Structures and 'Rules of the Game' are Emerging**



# Major Transformation 2 – New Models of Resource Competition Between Nations and Companies



# Major Transformation 3 – New Patterns of Asset Allocation



# Major Transformation 4 – Uneven Distribution of Hope

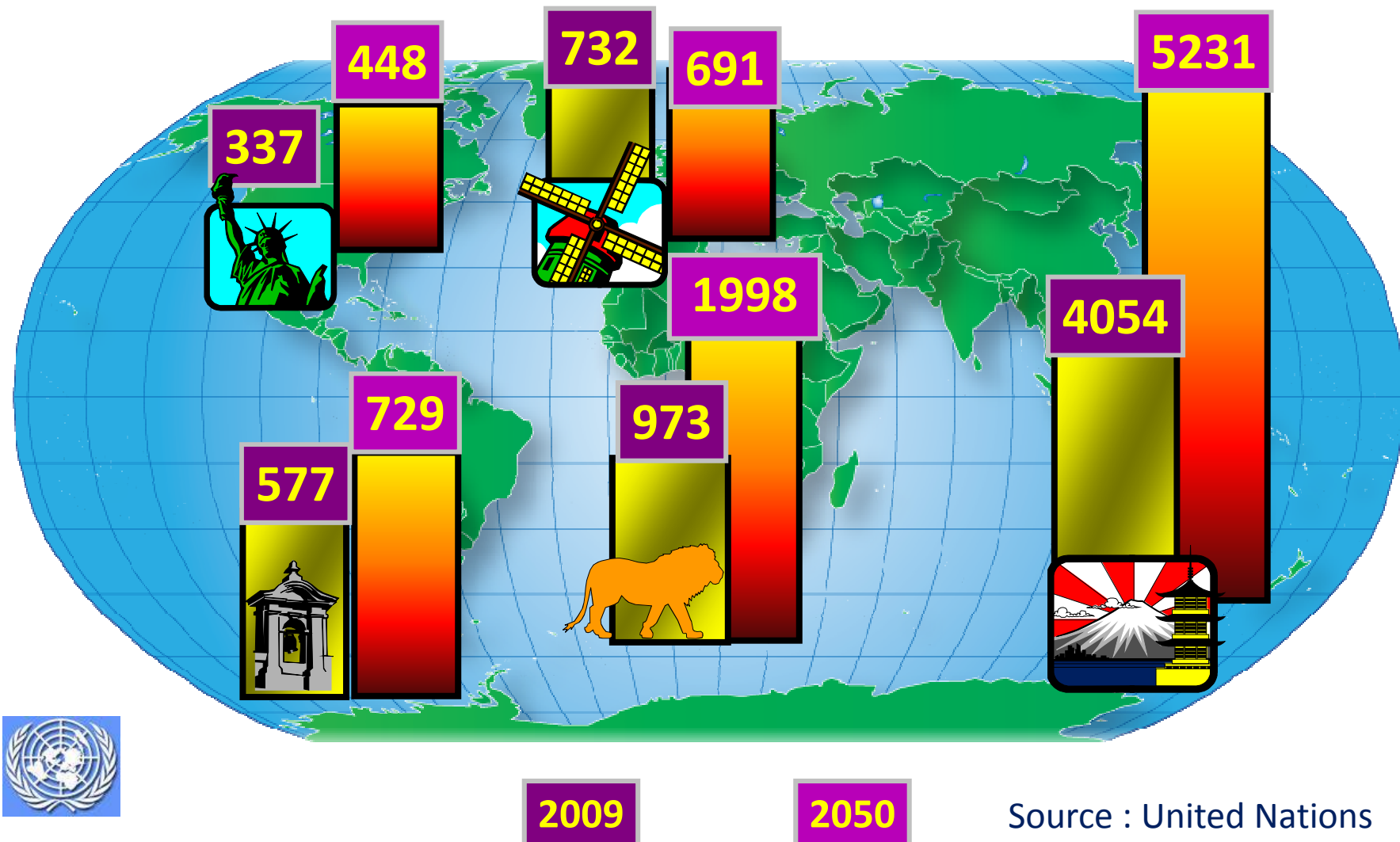


# ***Transformational Change? It's Only Just Begun***

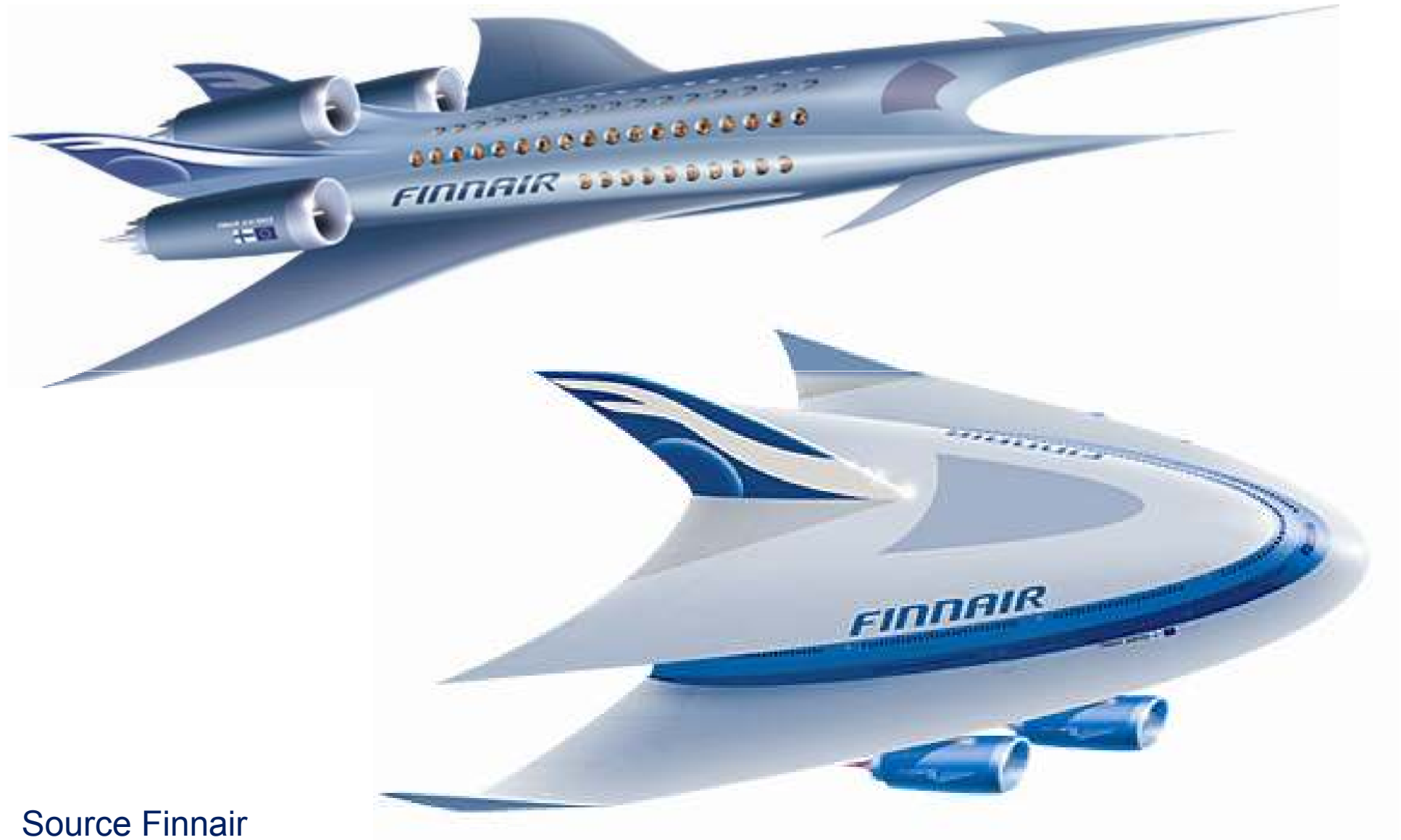


# Global Population

## 2 billion more people in 40 years – Demographics is Driving Economics



# Sustainable Choices



Source Finnair

Illustrator: Kauko Helavuo

# Life Redefined

**Under 50's have 90%  
chance of living to 100.**

**Aubrey de Grey suggests  
we could live to 500 or 1000**

**What are the customer /  
staffing implications?**

**How will our concepts of  
life, work and family  
change?**



# Impact of Science and Technology

## Our Personal 'Ecosystems' Will Evolve

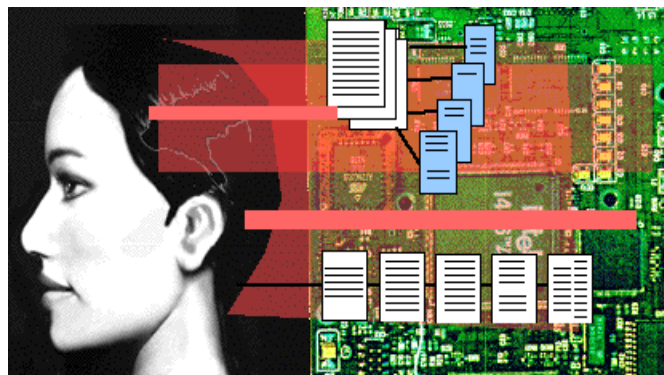
**Augmented Reality**



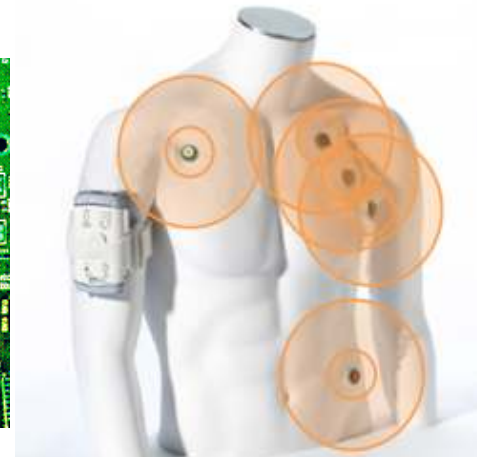
**Fully Mapped Personal Genome**



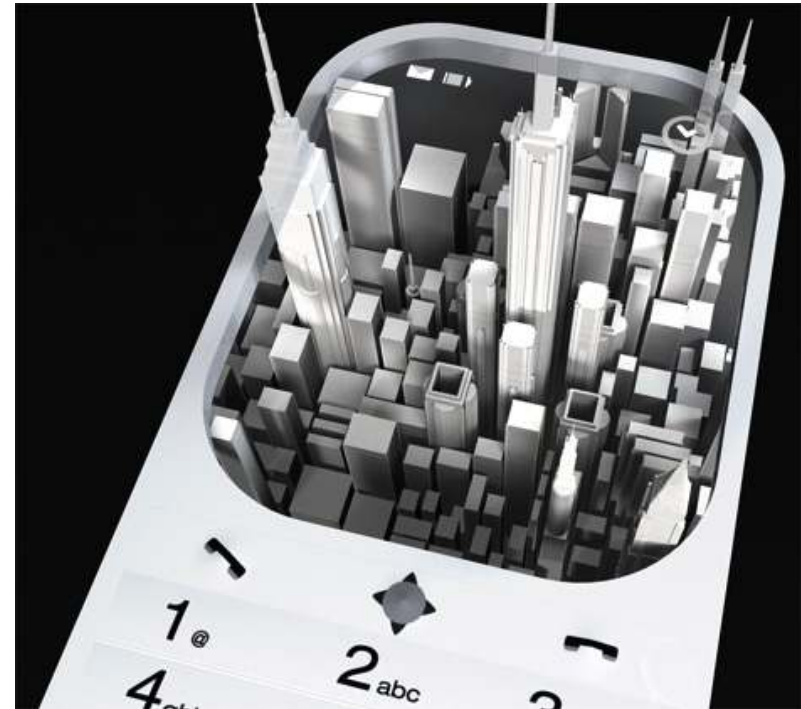
**Memory Capture / Enhancement**



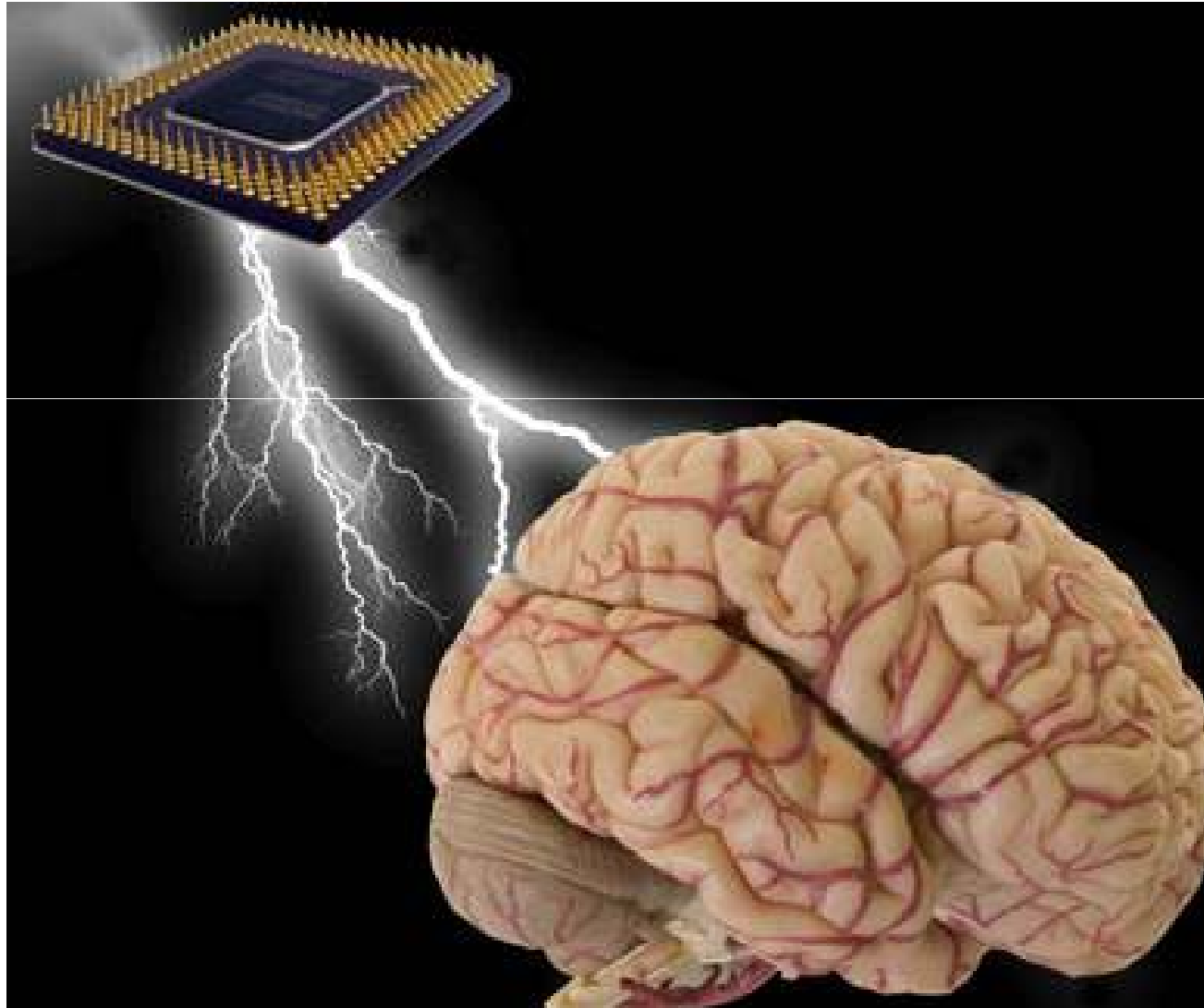
**Body Area Network**



# Smart Phones the Dominant Computing Device - 2015

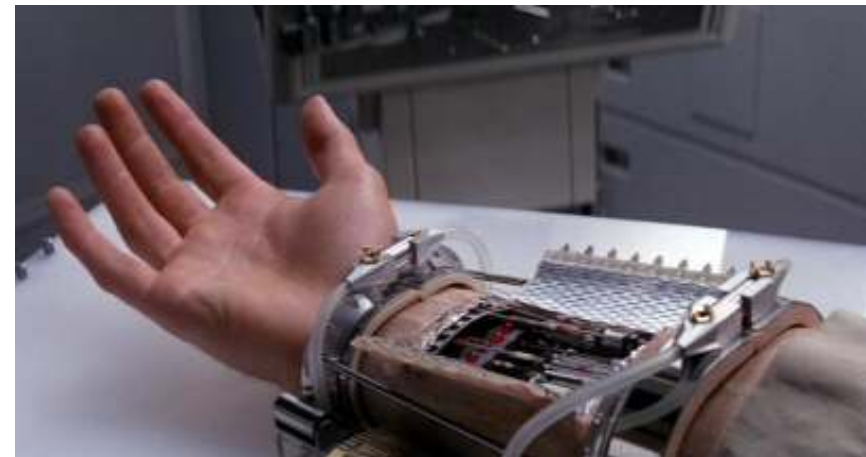


# Intelligent Brain-Computer Interface- 2020



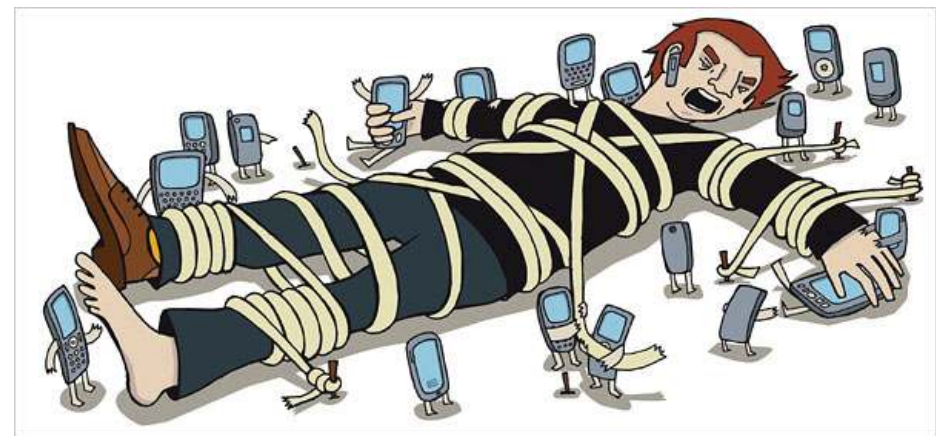
# The 20 Jobs - Science Based

1. Body Part Maker
2. Nano-Medic
3. Pharmer of Genetically Engineered Crops and Livestock
4. Memory Augmentation Surgeon
5. 'New Science' Ethicist
6. Vertical Farmers
7. Climate Change Reversal Specialist
8. Alternative Vehicle Developers
9. Quarantine Enforcer
10. Weather Modification Police



# The 20 Jobs - Science Enabled

11. Old Age Wellness Manager / Consultant Specialists
12. Space Pilots, Architects and Tour Guides
13. Virtual Lawyer
14. Avatar Manager / Devotees - Virtual Teachers
15. Narrowcasters
16. Waste Data Handler
17. Virtual Clutter Organizer
18. Time Broker / Time Bank Trader
19. Social 'Networking' Worker
20. Personal Branders



# Most Popular Careers

- Old Age Wellness Managers
- Social Networking Worker
- Nano-Medic



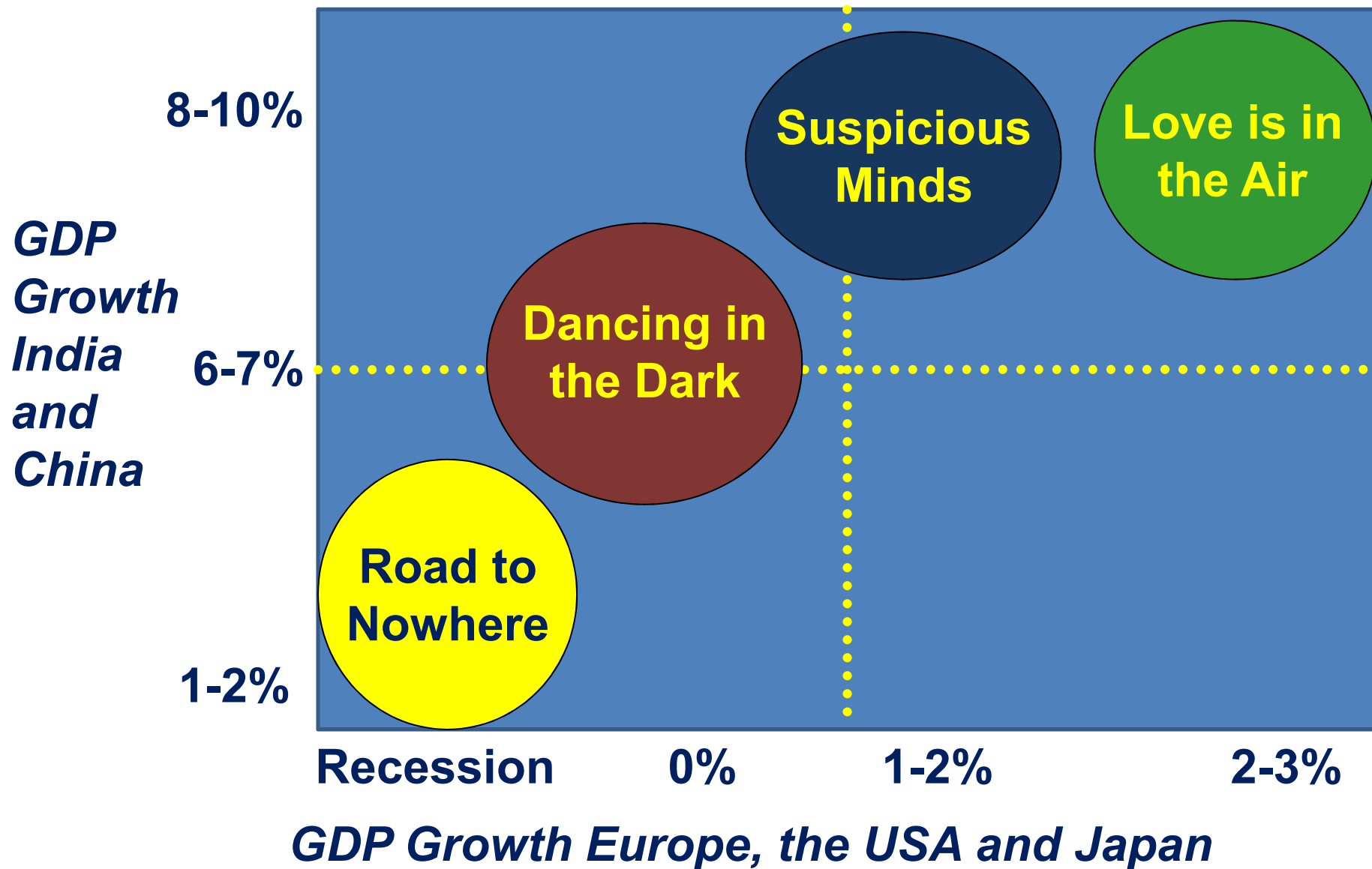
# Best Paid

- Nano-medic
- Memory Augmentation Surgery
- Virtual Lawyer

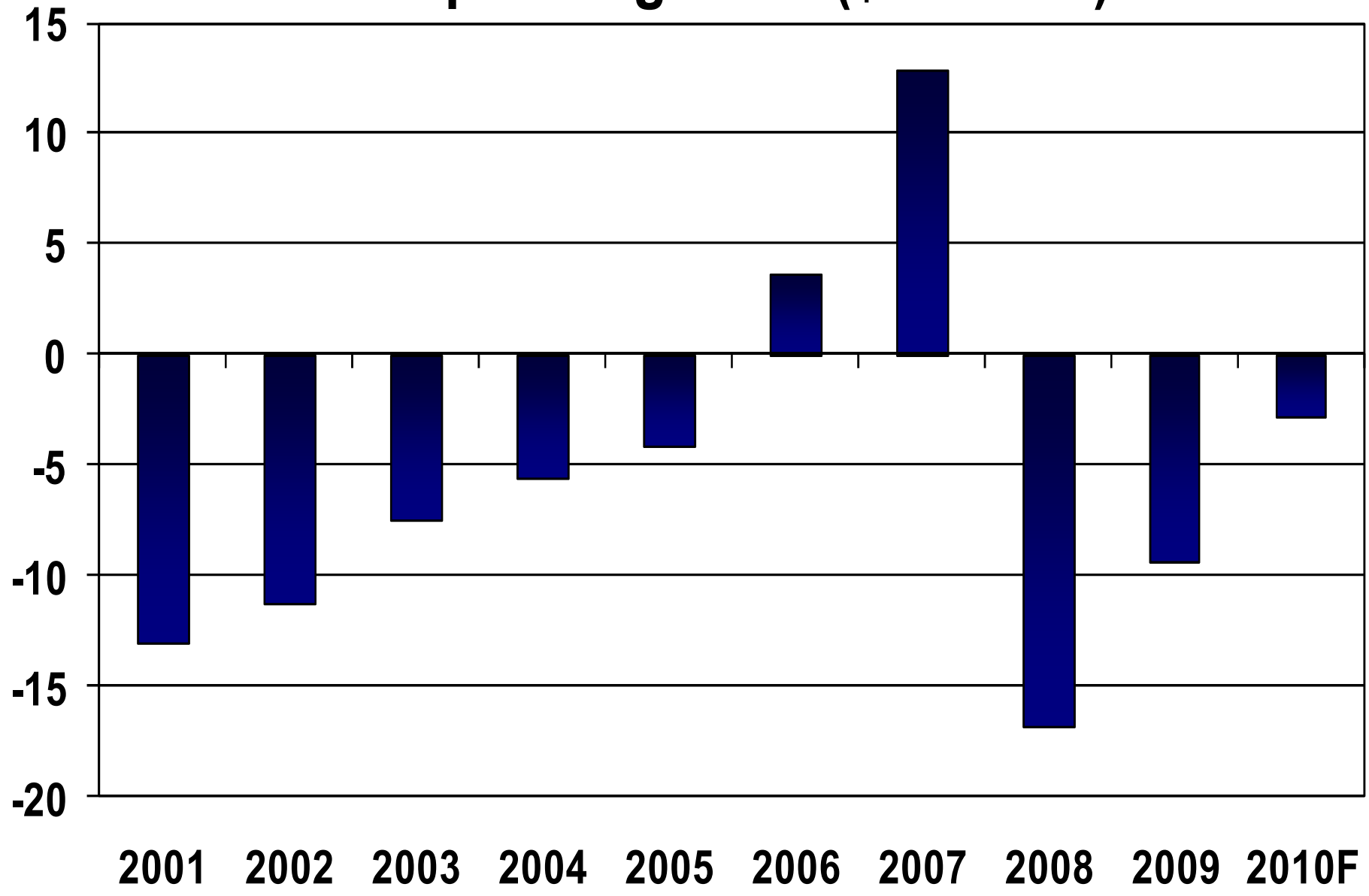


# Strategic Options

## Prepare for Alternative Scenarios



# Operating Profit (\$ billions)



Source: InterVISTAS Consulting citing Industry Financial Forecast Table (IATA Economics).

# New Models and Mindsets



# Relationships - Are we Sticky and Magnetic?



# Ecosystem Strength

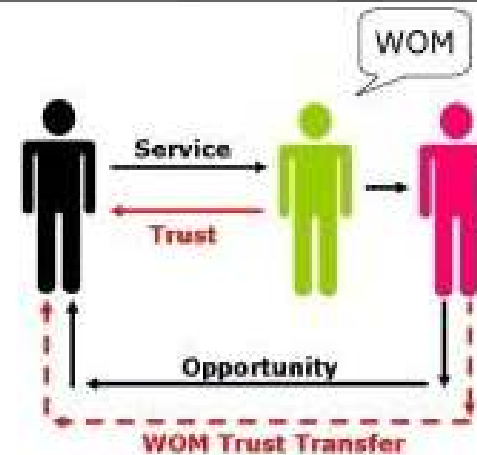
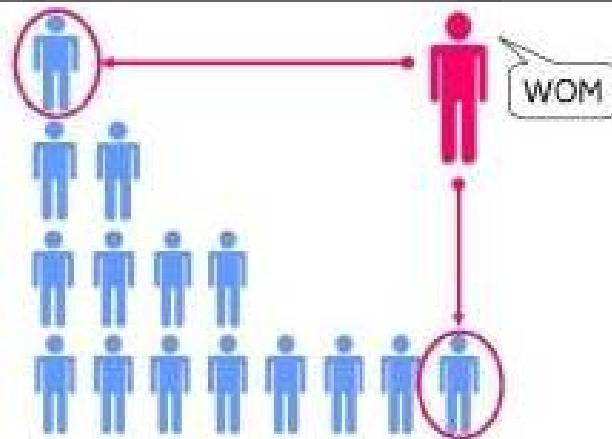
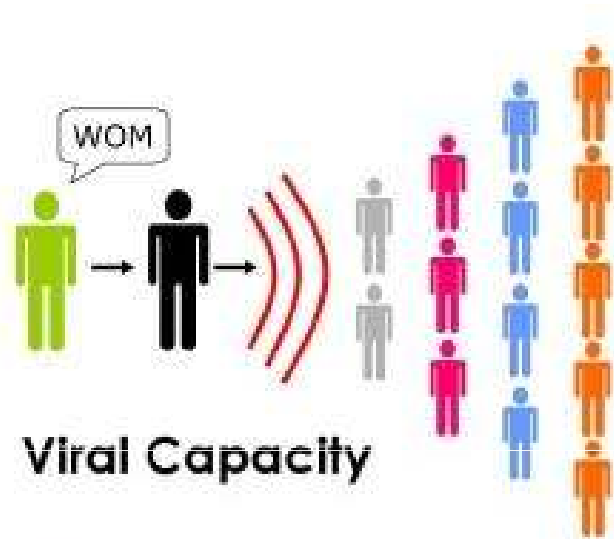
## How Networked Are We?



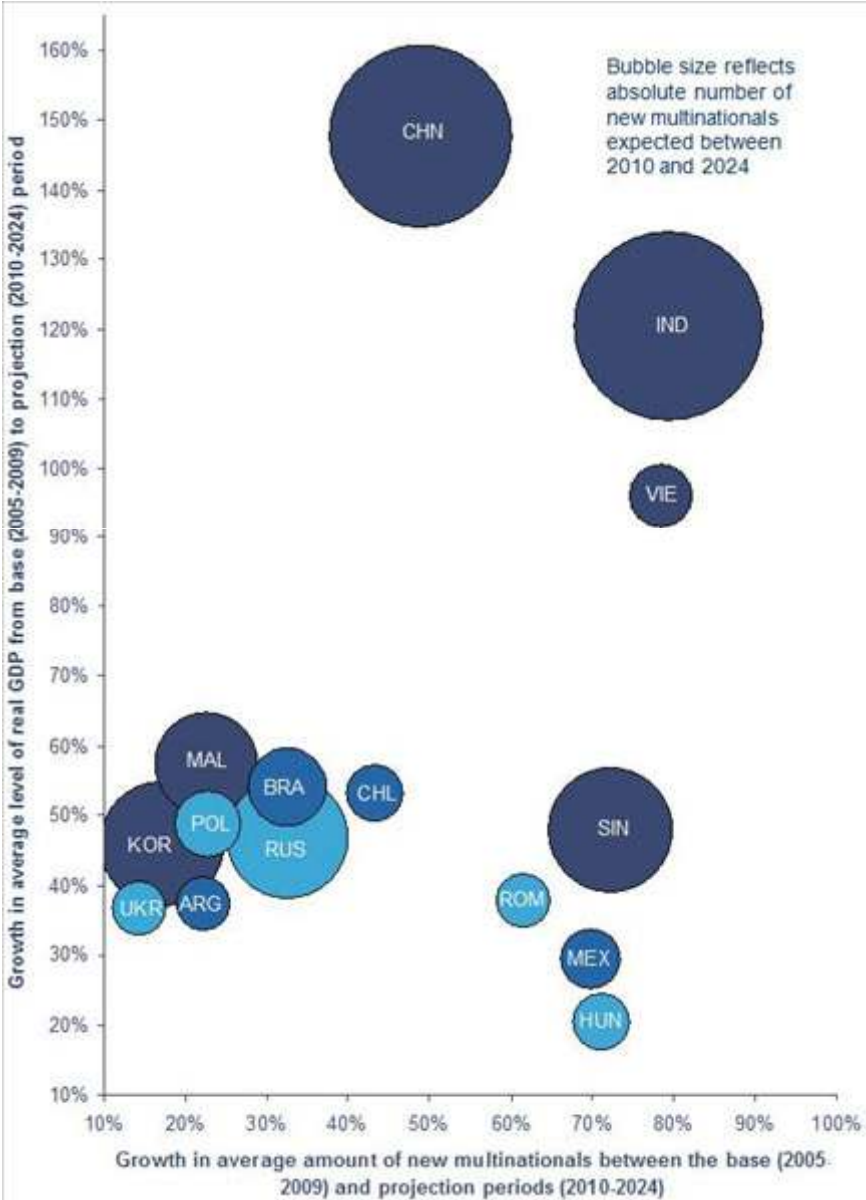
# Lead Generation / Prospect Targeting



# Thought Leadership / Word of Mouth



# Rise of New Customers



# New Measurement Models / Tools



# Future of Research



# Virtual Worlds



# Conclusion

## Sustainable Strategy

- **Total Sustainability Agenda**
- **Understand emerging drivers**
- **Anticipate or respond?**



# Convention 2020 - Objectives

The objectives of the study are to use multiple futures research techniques to:

- Help the industry value chain prepare for the future
- Provide key insights on how live meetings could evolve by 2020
- Help meeting owners, managers and designers think about the future customer experience
- Help venues and destinations think about the implications for their strategy
- Suggest emerging strategies, approaches and business models for events, venues and destinations
- Use a highly participative 'open' research process to educate and inspire



# Platinum Sponsors



[www.athensconventionbureau.gr](http://www.athensconventionbureau.gr)



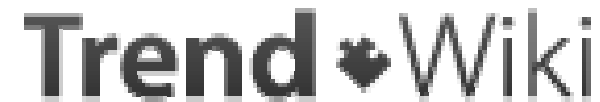
مركز قطر الوطني للمؤتمرات  
Qatar National Convention Centre  
*Member of Qatar Foundation*



# Gold Sponsors



# Technology Partners



# Thought Partners



# Next Steps – How Can You Get Involved

- Next Report – July 2010
- Final Report – ICCA October 2010
- Surveys and Workshops June – Oct 2010  
– Can you Host a Workshop?
- Expert Papers
- Student Essay Competition
- Web Consultations
- You tell us what you'd like to see ...
- Ask About the Sponsorship Benefits

# Image and Data Sources

Slide No.

2. <http://www.jerryhart.com/wp-content/uploads/social-media-excitement.jpg>
3. <http://www.borev.net/imf.jpg>
4. Source: Designing your Future – Key Trends, Challenges and Choices – Fast Future August 2008
5. <http://www.tallbergfoundation.org/Portals/0/Images/T-roundtable%204.jpg>
6. [http://upload.wikimedia.org/wikipedia/commons/thumb/1/1f/Wolves\\_Kill.jpg/500px-Wolves\\_Kill.jpg](http://upload.wikimedia.org/wikipedia/commons/thumb/1/1f/Wolves_Kill.jpg/500px-Wolves_Kill.jpg)
7. [http://psdblog.worldbank.org/photos/uncategorized/2007/12/03/money\\_3.jpeg](http://psdblog.worldbank.org/photos/uncategorized/2007/12/03/money_3.jpeg)
8. [http://visitbulgaria.info/files/china\\_india.jpg](http://visitbulgaria.info/files/china_india.jpg) / <http://www.huffingtonpost.com/huff-wires/20090222/eu-europe-economy-summit/images/137adda3-7bad-4917-87ff-e413d29c80d9.jpg>
9. <http://creativeclass.typepad.com/thecreativityexchange/images/2007/12/01/global.jpg>
10. Data source - <http://www.un.org/esa/population/unpop.htm>
11. <https://map.maindomain.fi/scripts/edoris/edoris.dll?tem=frameset>
12. [http://www.ted.com/index.php/talks/aubrey\\_de\\_grey\\_says\\_we\\_can\\_avoid\\_aging.html](http://www.ted.com/index.php/talks/aubrey_de_grey_says_we_can_avoid_aging.html)
13. AR - <http://www.nineteenfortyone.com/wp-content/uploads/reality01.jpg>  
Genome - [http://www.scientificamerican.com/media/inline/BA1FA211-D1E8-D704-796509F20DE29FAE\\_1.jpg](http://www.scientificamerican.com/media/inline/BA1FA211-D1E8-D704-796509F20DE29FAE_1.jpg)  
LAN - <http://www.athena-gatech.org/research/BIOMEDICAL/7.png>  
Memory - <http://www.media.mit.edu/wearables/lizzy/memory.gif>
14. [blog.core-ed.net/derekarchives/NokiaFanPhone.jpg](http://blog.core-ed.net/derekarchives/NokiaFanPhone.jpg) / [www.concept-phones.com/wp-content/uploads/2009/06/trou\\_hologram\\_flexible\\_concept\\_phone\\_2.png](http://www.concept-phones.com/wp-content/uploads/2009/06/trou_hologram_flexible_concept_phone_2.png)
15. <http://rdn-consulting.com/blog/wp-content/uploads/2007/12/brain-chip.jpg>
16. [http://biotechnologyjobssites.com/images/biotechnology/biotechnology\\_250x251.jpg](http://biotechnologyjobssites.com/images/biotechnology/biotechnology_250x251.jpg) / <http://okledokle.files.wordpress.com/2009/02/bionichand.jpg>
17. <http://www.pgsuite.com/stories/2009/09/Eldercare.jpg> / <http://www.shapingyouth.org:8000/wp-content/uploads/2009/11/info-overload.jpg>
18. <http://www.accordhospice.org.uk/content/images/big/Social%20Worker.png.jpg>
19. [http://www.britsattheirbest.com/images/f\\_money\\_pounds.gif](http://www.britsattheirbest.com/images/f_money_pounds.gif)
21. InterVISTAS Consulting citing Industry Financial Forecast Table (IATA Economics).
22. [http://www.lostateminor.com/wp-content/uploads/2008/04/vertical\\_farming\\_1.jpg](http://www.lostateminor.com/wp-content/uploads/2008/04/vertical_farming_1.jpg) / <http://static.causecast.org/ef4d5ad2460a5e73054ec1f42c11c444d39b4d57/image.jpg>
23. [http://www.ripleys.com/assets/img/upload/bions/magnet\\_man.jpg](http://www.ripleys.com/assets/img/upload/bions/magnet_man.jpg)
24. [http://www.masternewmedia.org/images/social\\_network\\_id469214\\_size440.jpg](http://www.masternewmedia.org/images/social_network_id469214_size440.jpg) / <http://i36.tinypic.com/vrxzll.jpg>
25. <http://www.co-optx.com/proto/images/ODP1.jpg>
26. <http://www.searchenginepeople.com/i/word-of-mouth.jpg>
27. <http://www.bizcommunity.com/Image.aspx?cii=48763&i=47281&ct=1> / [http://kc3.pwc.es/local/es/kc3/publicaciones.nsf/V1/153A71BAD7E4F7D7C125771F002E4EB9/\\$FILE/Emerging%20Multinationals.pdf](http://kc3.pwc.es/local/es/kc3/publicaciones.nsf/V1/153A71BAD7E4F7D7C125771F002E4EB9/$FILE/Emerging%20Multinationals.pdf)
28. <http://www.downloadsoftware4free.com/screen/full/3d-graph-generatorswan-studios.jpg>
29. [http://www.braintumorawareness.org/dna\\_colorful.jpg](http://www.braintumorawareness.org/dna_colorful.jpg) / <http://www.mediaupdate.co.za/blog/BLOGIMAGES/351.jpg>
30. [http://themindperspective.files.wordpress.com/2009/05/second\\_life-nanobugle.jpg](http://themindperspective.files.wordpress.com/2009/05/second_life-nanobugle.jpg)

# Fast Future

- **Research, consulting, speaking, leadership**
- **5-20 year horizon - focus on ideas, developments, people, trends and forces shaping the future**
- **Clients**
  - **Aeroports de Paris / Schiphol Group**
  - **Vancouver Airport Services**
  - **Siemens Airport Services**
  - **EADS**
  - **Mauritius Duty Free**
  - **Amadeus / Travelport**
  - **Qatar Airlines**
  - **Saudi Tourism Commission**
  - **Intercontinental Hotels**
  - **Governments in Dubai, Finland, Nigeria, Singapore, UK, US**
  - **Industry Associations**
  - **GE, Nokia, Pepsi, IBM, Intel, Samsung, GSK**



# Rohit Talwar

- Global futurist and founder of Fast Future Research.
- Award winning speaker on future insights and strategic innovation – addressing leadership audiences in 40 countries on 5 continents
- Author of Designing Your Future – Published 08/2008
- Profiled by UK's Independent Newspaper as one of the Top 10 Global Future Thinkers
- Led futures research, scenario planning and strategic consultancy projects for clients in telecommunications, technology, pharmaceuticals, banking, travel and tourism, environment, food and government sectors
- Clients include 3M, BBC, BT, BAe, Bayer, Chloride, DTC De Beers, DHL, EADS, Electrolux, E&Y, GE, Hoover, Hyundai, IBM, ING, Intel, KPMG, M&S, Nakheel, Nokia, Nomura, Novartis, OECD, Orange, Panasonic, Pfizer, PwC, Samsung, Shell, Siemens, Symbian, Yell , numerous international associations and governments agencies in the US, UK, Finland, Dubai, Nigeria, Saudi Arabia and Singapore.
- To receive Fast Future's newsletters please email [rohit@fastfuture.com](mailto:rohit@fastfuture.com)



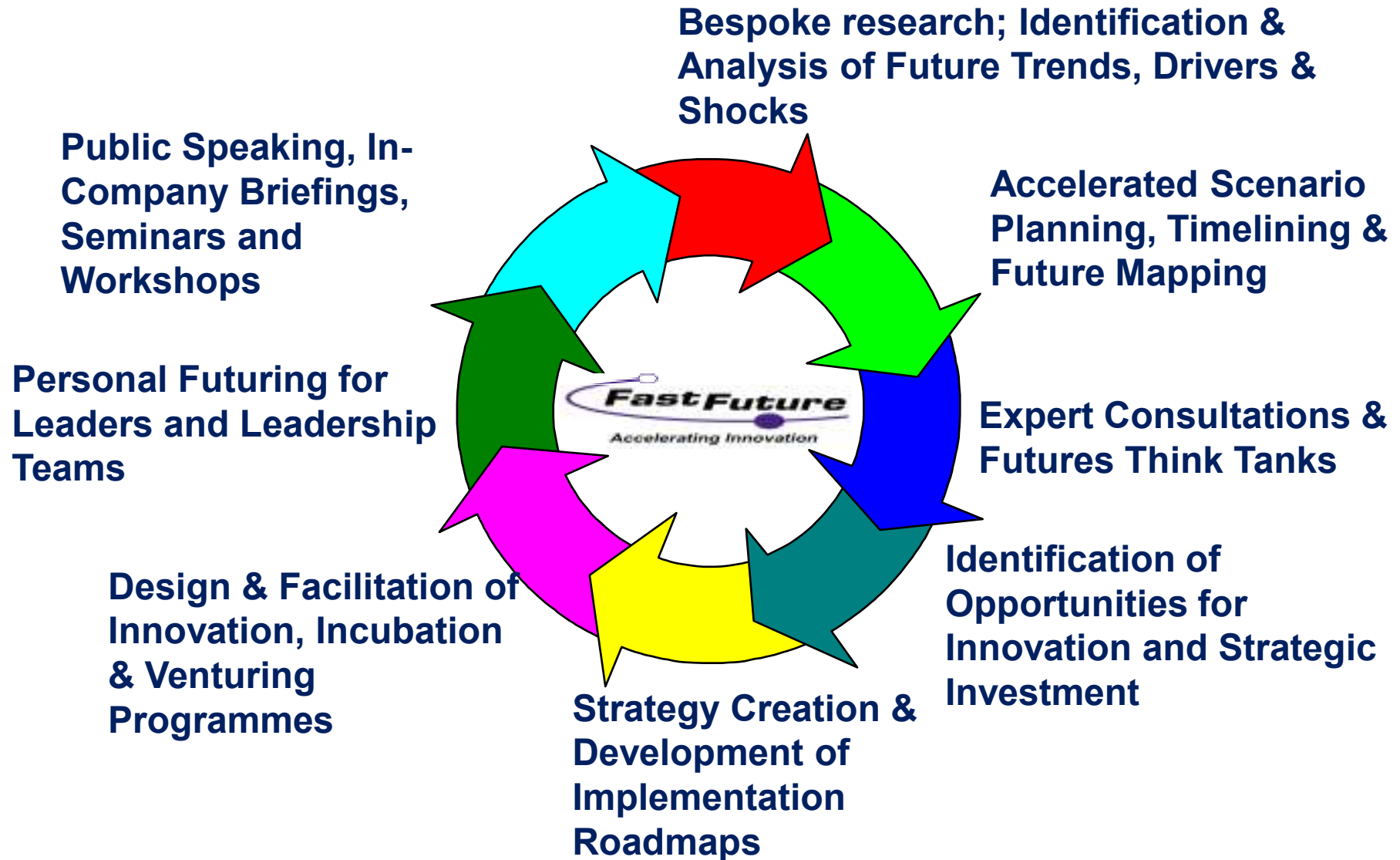
# Designing Your Future

## Key Trends, Challenges and Choices Facing Association and Nonprofit Leaders

- 50 key trends
- 100 emerging trends
- 10 major patterns of change
- Key challenges and choices for leaders
- Strategic decision making framework
- Scenarios for 2012
- Key futures tools and techniques
- Published August 2008
- Price £49.95 / €54.95/ \$69.95
- Email invoice request to [rohit@fastfuture.com](mailto:rohit@fastfuture.com)



# Our Services



# Example Projects

- Public and private client research e.g. :
  - *Innovation in the Health Sector*
  - *The Shape of Jobs to Come* – Department for Business, Innovation and Skills
  - *Designing Your Future (Published August 2008)* – book written for the American Society of Association Executives & The Center for Association Leadership
  - Travel and tourism e.g. *The Future of Travel and Tourism in the Middle East – a Vision to 2020 (Underway)*
  - Future of Travel and Tourism Investment in Saudi Arabia (Underway)
  - Scenarios for the global economy for 2030 and the implications for migration (underway)
  - Global Economies – e.g. *The Future of China – the Path to 2020*
  - *Winning in India and China*
  - Aviation and Airports e.g. *Aviation 2030*
  - Meetings, conferences , exhibitions and events – e.g. *One Step Beyond – Future trends and challenges for the events industry*
- Strategic advice to industry players
- Confidential advisory and coaching services to CEOs and top teams
- Public speaking at public conferences and in-company events
- Future thinking workshops and retreats

# Our Clients



Deutsche Bank



Associated British Foods plc



GlaxoSmithKline



\*berwin leighton paisner



HALLIBURTON

THE ACADEMY FOR CHIEF EXECUTIVES