



## FutureScape Issue 11 – February 22nd 2010 – Drugs and Human Enhancement

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Welcome to the latest issue of FutureScape. I hope you enjoy it. If this is not your copy and would like to subscribe, please sign up [here](#)

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Video of [CEO Challenge Keynote](#)

### **1. Convention 2020 Research Seminars March 5th London – March 8th Fort Lauderdale**

We will be running two seminars to launch the results from a project survey on the future shape of the sector, highlight emerging findings from the wider research

programme and facilitate a group discussion on the implications for the industry. Key topics to be covered will include:

- What are the emerging drivers of change for the sector?
- What will delegates expect from the meeting experience?
- How might advances in technology impact the meeting experience?
- What event business models could become more important?
- What are the implications and opportunities for Venues?

The seminars will be held at

5th March. 9am - 11.30am [Queen Elizabeth II Centre](#), London, England.

8th March 2.15pm - 5pm [Hyatt Regency Pier Sixty-Six Resort & Spa](#), Fort Lauderdale, FL, USA.

For full details and to reserve a place at either seminar go to [www.convention-2020.com](http://www.convention-2020.com)

## **2. Convention 2020 Update**

The first phase of project research on the drivers of change for the industry is progressing well. A project TrendWiki has been launched for you to share your thoughts on key issues and trends shaping the conventions, meetings and events sector over the next decade. Please go to [www.convention-2020.com](http://www.convention-2020.com) to see a 'dashboard' of the kinds of issues being raised and to add your own views. We will be providing a fuller update to subscribers of the Convention 2020 project newsletter. To register for the newsletter go to the project website.

We are adding new sponsors and expert contributors all the time. The founding sponsors are The International Congress and Convention Association (ICCA), IMEX and Fast Future Research. The current platinum sponsors are Melbourne Convention and Exhibition Centre, Qatar National Convention Centre, The Queen Elizabeth II (QEII) Conference Centre London, Visit London, Seoul Tourism Organization, Athens Convention Bureau and BestCities Global Alliance (Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver). Kenes are the first gold sponsor. If you want to know more about becoming a sponsor, expert contributor or association thought partner please contact [Rohit@fastfuture.com](mailto:Rohit@fastfuture.com).

## **3. New Survey – The Drugs Landscape 2030**

We are putting together a short paper on the broad spectrum of factors that could shape the drugs landscape by 2030. We are looking at a range of factors that could shape the landscape of illegal and legal stimulants ranging from new chemical and natural products through to electronic stimulants, performance enhancers and possible new sources of addiction that could range from computer gaming to 'legal highs'. We are interested in hearing your thoughts on factors that could shape the drugs landscape by 2030 – from production and distribution through to prevention and treatment. Please take a few minutes to answer the six questions [here](#). We will send a copy of the paper to everyone who responds and leaves their name and email address. The survey closes on March 2nd 2010.

#### **4. New Survey – Law Firm 2020**

Fast Future Research and Trafalgar - The People Business are conducting a study into the future of professional law firms around the world. The study is aimed both at users and providers of legal services. There are seven open ended questions for everyone to consider. Please take a few minutes to complete the survey [here](#). Everyone who leaves their email address will receive a summary of the findings. The survey closes on March 12th 2010.

#### **5. 2012 - The Last ‘Natural Olympics’?**

In researching advances in science and technology and the drugs landscape, one of the issues we’ve been considering is how these various forms of enhancement could impact sport and the Olympics. There is a rapid rate of advance in areas such as artificial limbs, bionics and chemical performance enhancement. Whilst some of the work is being done by ‘illegal’ laboratories, much of the R&D is being undertaken by legitimate agencies – often backed by government funding.

The sheer rate of advance raises the question of whether London 2012 will be the last ‘Natural Olympics’ where the bulk of athletes are free from any form of enhancement. By the time we reach Rio de Janeiro in 2016, we could face a situation where the sheer scale of enhancement opportunities on offer to athletes overwhelms the current sporting regulatory regimes and their capacity to monitor and control the situation. The Olympic authorities could then be faced with tough choices. Would they allow athletes to compete whatever enhancement they have undergone? Would they create a two tier games where athletes self-certified as to whether or not they were performing with any enhancements? What would the implications be for young athletes in training – at what age would they start to experience the pressure to seek enhancements?

#### **6. Regulating Enhancement**

One of the most interesting areas of research in the drugs field is around the use of ‘nootropic’ drugs to enhance cognitive performance. In the US in particular there is now growing concern over the use by students of ADHD medications like Ritalin and Adderall to enhance student performance when studying and taking exams. This led us to question how business would approach such issues. Could we see corporations tacitly or overtly encouraging or pressurising employees to take such enhancements – particularly as the range of legal over the counter options increased? Could employees find themselves passed over for promotion and salary increases in favour of workmates who were using such enhancers to extend their working hours and increase their output? Would health and safety regulators step in to try and prevent or control the use of such stimulants?

#### **7. Rohit on the Road**

In the coming weeks, Rohit will be delivering keynote speeches on foresight driven innovation, the future of aviation, the future of events, winning in a downturn, the future of the global economy, drivers of change, outlook 2020 and a number of industry focused themes. He is currently scheduled to be in London, Fort Lauderdale, Coventry, Daventry, Exeter, Chepstow, Manchester, Brussels, Qatar, Melbourne, Frankfurt, Prague, Barcelona, and Oslo, Stavanger and Alesund

(Norway). If you would like to meet with him or organise a speech for your organisation while he is in your city, please contact [rohit@fastfuture.com](mailto:rohit@fastfuture.com)

## **8. About Fast Future**

Fast Future is a research and consulting firm which focuses on helping clients anticipate and develop innovative responses to the forces, patterns of change and ideas shaping the future. To discuss your needs for research, consulting, a speech or workshop, contact [rohit@fastfuture.com](mailto:rohit@fastfuture.com) or call +44 (0)20 8830 0766

## **9. Forthcoming Dates for your Diary**

May 5th-7th What can the Future do for You? Lift Conference Geneva,  
<http://www.liftconference.com/lift10>

June 9th-10th InnoTown Innovation Conference 2010, Alesund, Norway  
[www.innotown.com](http://www.innotown.com)

## **10. Republishing FutureScape Content**

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