



**2010 LGPRO
ANNUAL CONFERENCE**

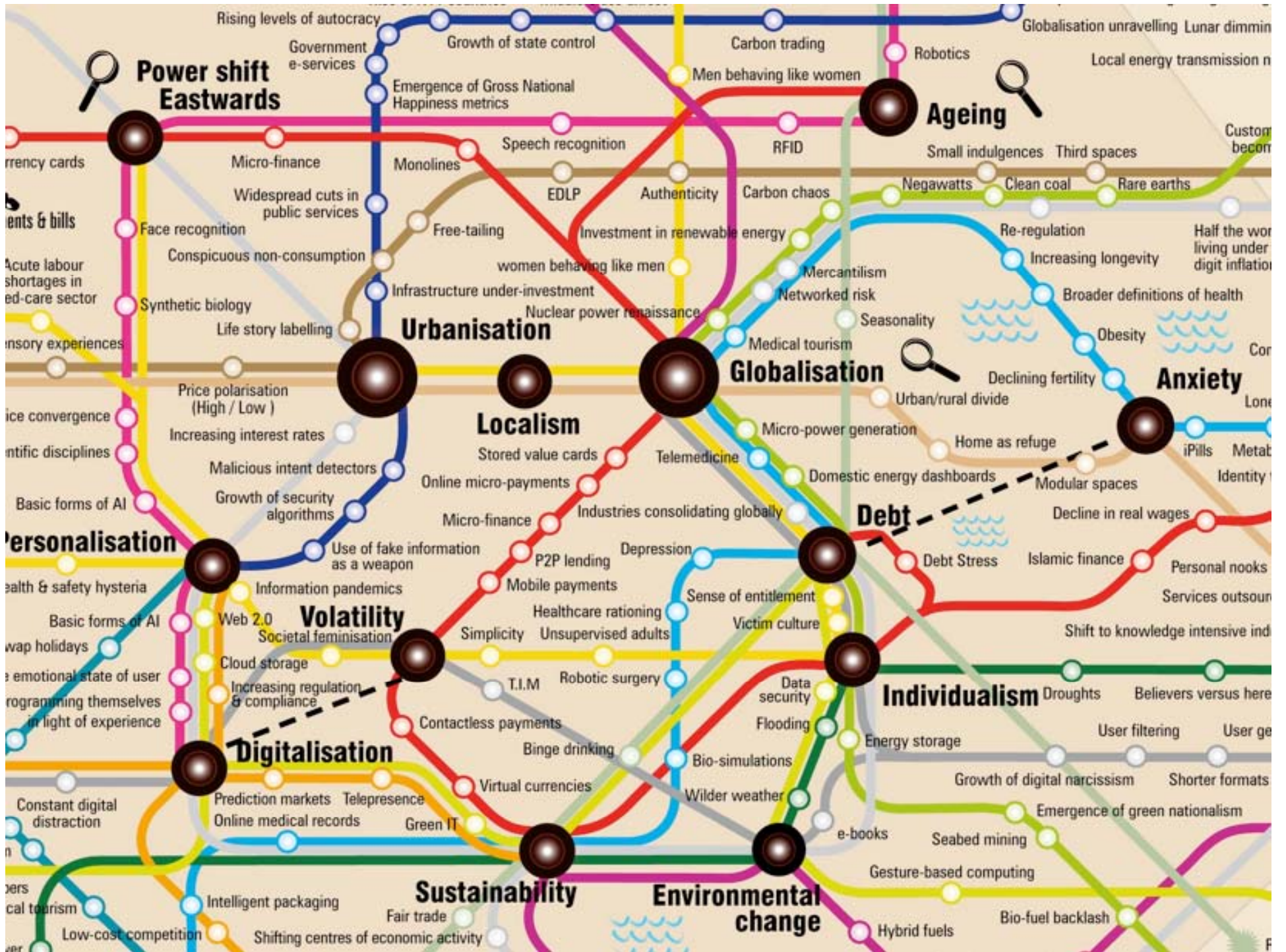
**18-19 February 2010
Melbourne Park Function Centre**

Why the Future is Local - Richard Watson

How to be a Futurist

1. Call yourself a futurist
2. Sound really certain
3. Avoid any detail
4. Be hazy about timing
5. Wear glasses
6. Grow a beard
7. Say things that are difficult to disprove





A bright sunburst graphic with rays emanating from the center, set against a blue sky background, positioned behind the title text.

5 Trends for the Future

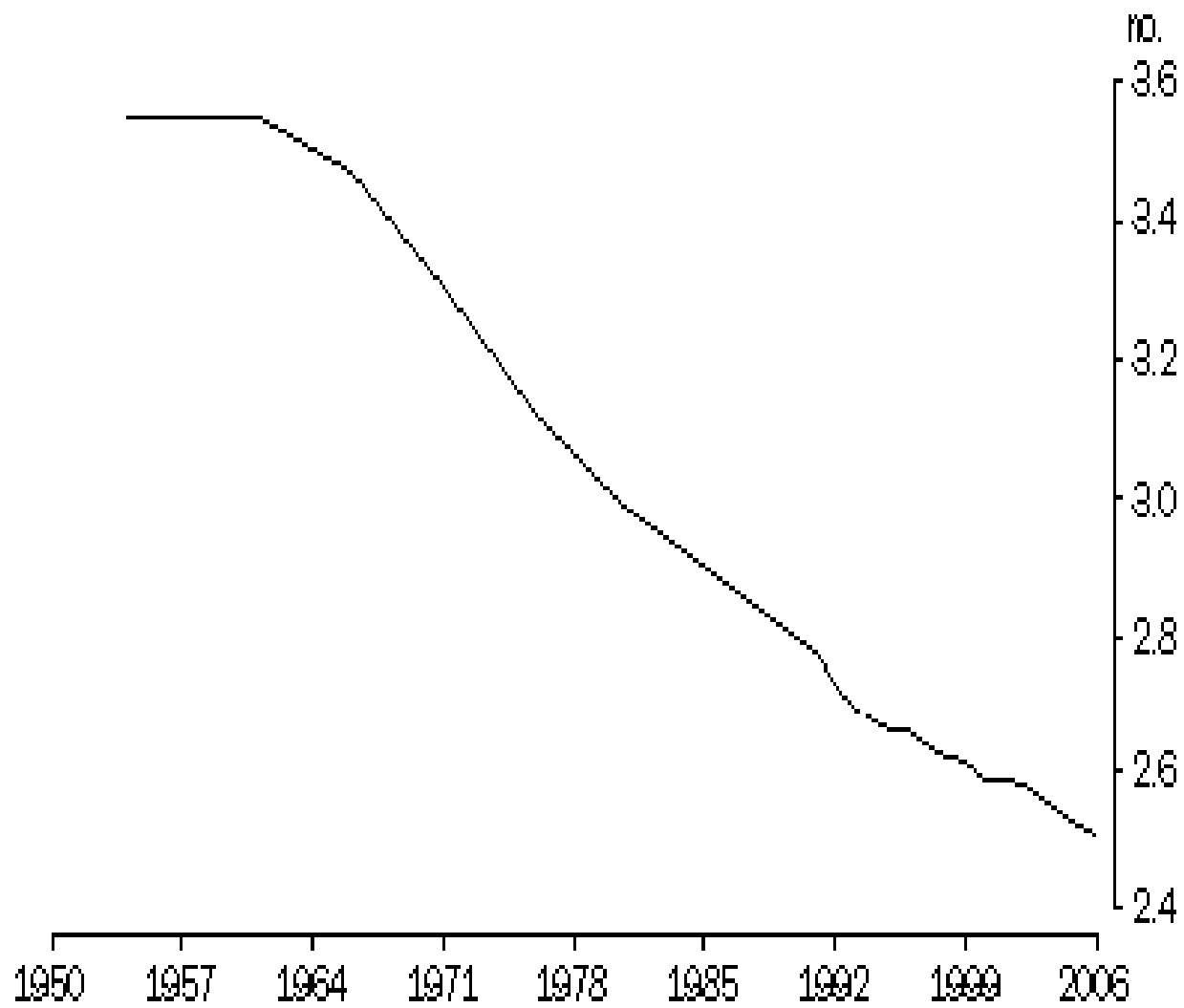
- Demographics
- The Environment
- Global Connectivity
- Power Shift Eastwards
- GRIN Technologies

Demographic shifts

- Increasing life-spans
- Declining fertility
- Cotton wool kids
- Rise in singles
- Increased immigration
- Household fragmentation
- Retirement funding?
- Grey politics



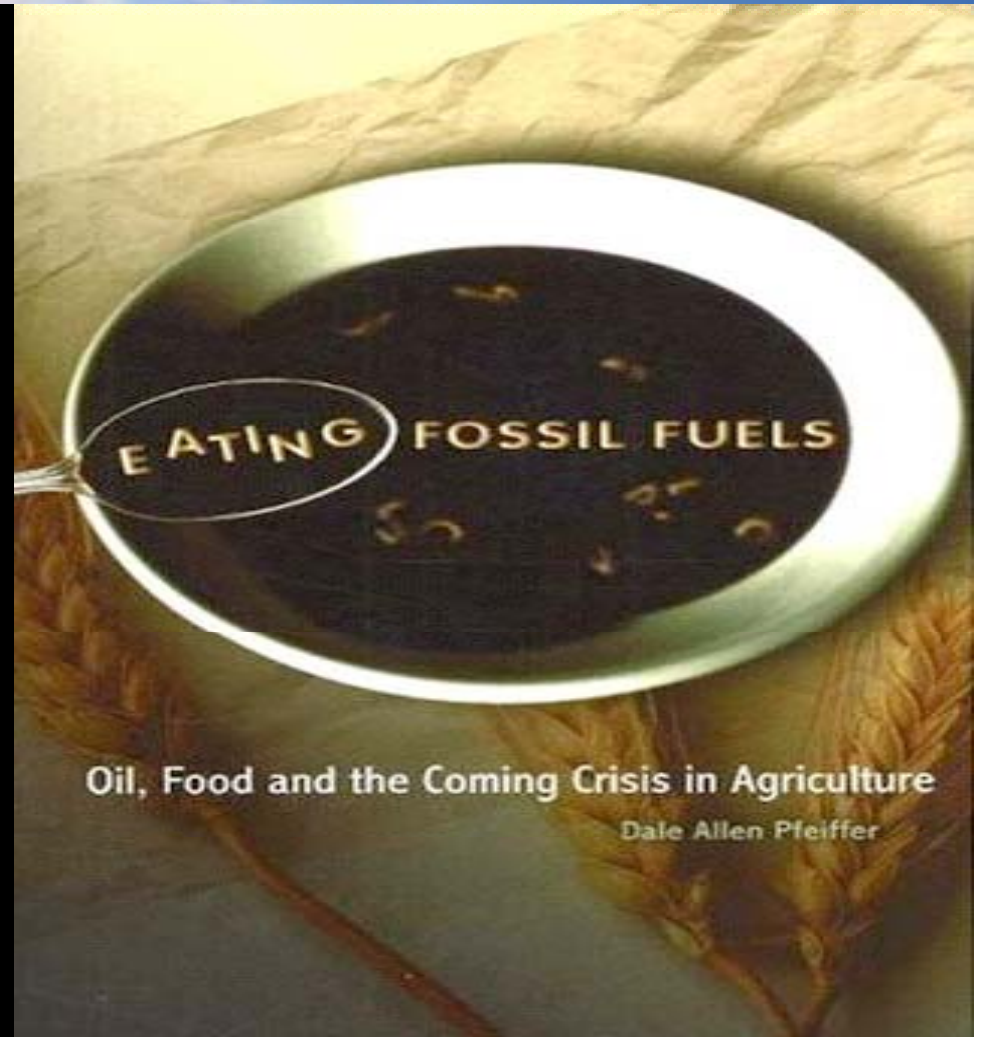
Average household size





The Environment

- Environmental change
- Resource shortages
- Resource nationalism
- Carbon economy
- Increased regulation
- Peak oil
- Peak water (labeling?)
- Wilder weather
- Rise of eco-cynics



Global Connectivity

- 1b PCs & 4b mobiles
- e-government
- Attention spans
- Rising transparency
- Rise of localism
- Virtual services
- Open innovation
- Volatility
- e-payments
- Digital nomads

The screenshot shows the Second Life website homepage. At the top, the logo for Second Life is displayed with the tagline "Your World. Your Imagination." and links for "Resident Login" and "Join". Below the logo is a navigation menu with links for "WHAT IS SECOND LIFE?", "SHOWCASE", "BUSINESS & EDUCATION", "DEVELOPERS", "COMMUNITY", "BLOG", and "SUPPORT". A search bar is located on the right side of the page.

The main content area features several promotional tiles:

- Sign Up Now:** A yellow button with the text "Sign Up Now" and "Membership is FREE".
- System Requirements:** A blue button with a computer icon and the text "System Requirements".
- BUY L\$ / SELL L\$:** A blue button with a large "L\$" symbol and the text "BUY L\$" and "SELL L\$".
- GET VIRTUAL LAND:** A blue button with a woman in a bikini and the text "GET VIRTUAL LAND".
- TEEN SECOND LIFE:** A yellow button with the Second Life logo and the text "TEEN SECOND LIFE".
- Under 18?:** A yellow button with a woman's face and the text "Under 18? Check out an exclusive world that is just for teens!".
- Second Life is a 3D online digital world imagined and created by its residents:** A large central image of a woman with green wings, with the text "Second Life is a 3D online digital world imagined and created by its residents" overlaid. Below the image, it says "Online Now: 37,946" and "US\$ Spent Last 24h: \$1,211,244".
- SECOND LIFE GRID™:** A dark blue button with the text "SECOND LIFE GRID™" and "A full-featured service platform that offers support for 3D content development in these areas:".
- Business:** A dark blue button with the text "Business".
- Developers:** A dark blue button with the text "Developers".
- Education & Nonprofit:** A dark blue button with the text "Education & Nonprofit".
- Open Source:** A dark blue button with the text "Open Source".
- First Bling!:** A dark blue button with a jewelry image and the text "First Bling! Discover exclusive hand-finished jewelry featuring the Second Life logo."
- Video Tutorials:** A dark blue button with a video player image and the text "Video Tutorials Need help with Second Life? Discover tips and tricks through our video tutorials."
- Go Premium!:** A dark blue button with a house image and the text "Go Premium! • \$L300 weekly stipend • Ability to buy land • Extended Support • ...and more!".



Power Shift Eastwards

- Outsourcing
- Immigration?
- Asian values
- Resource nationalism
- Protectionist backlash?



CHINA ★ INC.

HOW THE RISE OF
THE NEXT
SUPERPOWER CHALLENGES
AMERICA
AND THE WORLD

TED C. FISHMAN

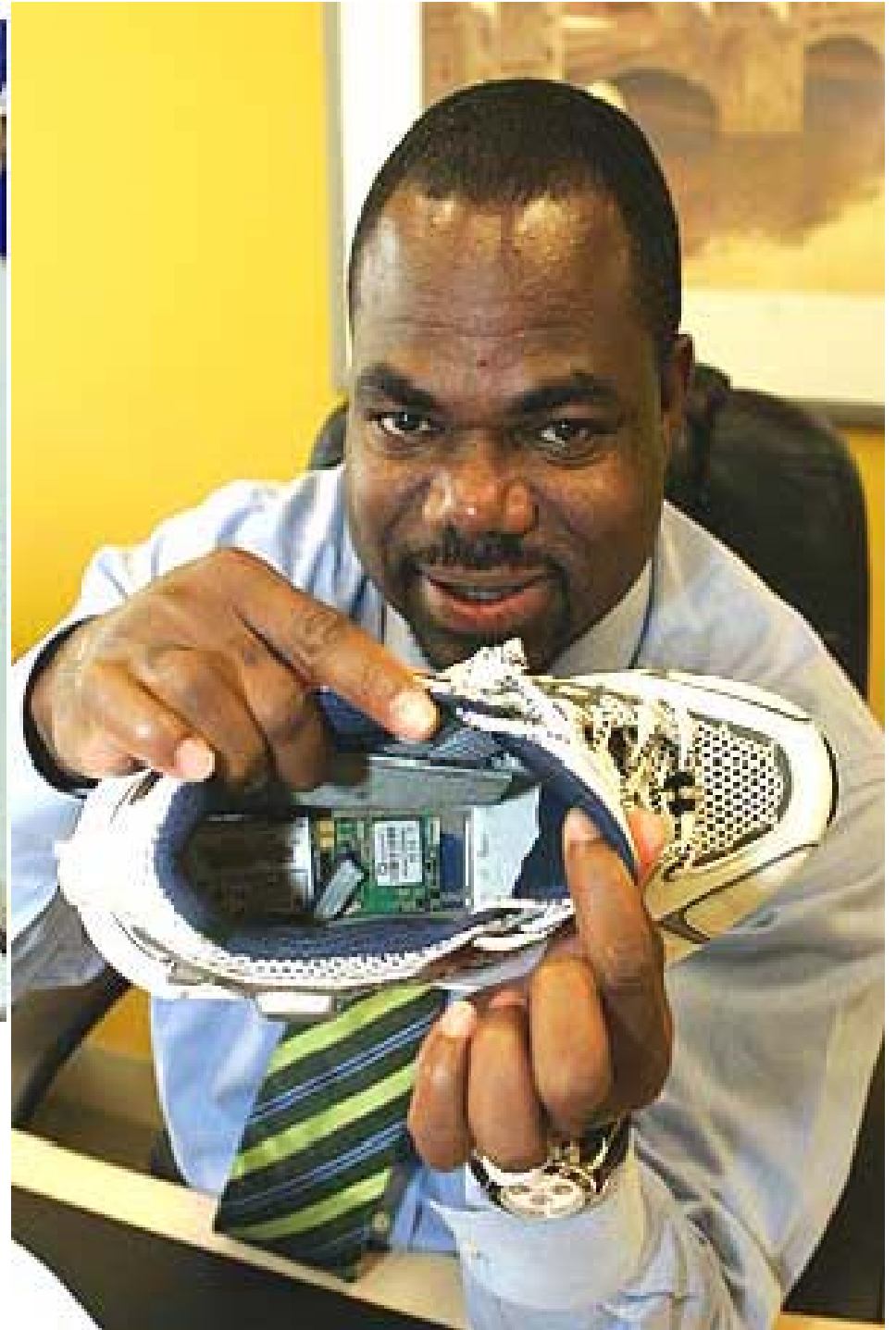
GRIN Technologies

- Genetic prophesy
- Robots in caring roles
- Nano-materials
- Web 2.0
- ID theft
- Cyber-crime
- Pay-as-you-go services
- Flight to the physical





A uniform for elementary school students equipped with a global positioning system unit is displayed Tuesday at Matsuzakaya Co.'s flagship department store in Nagoya.



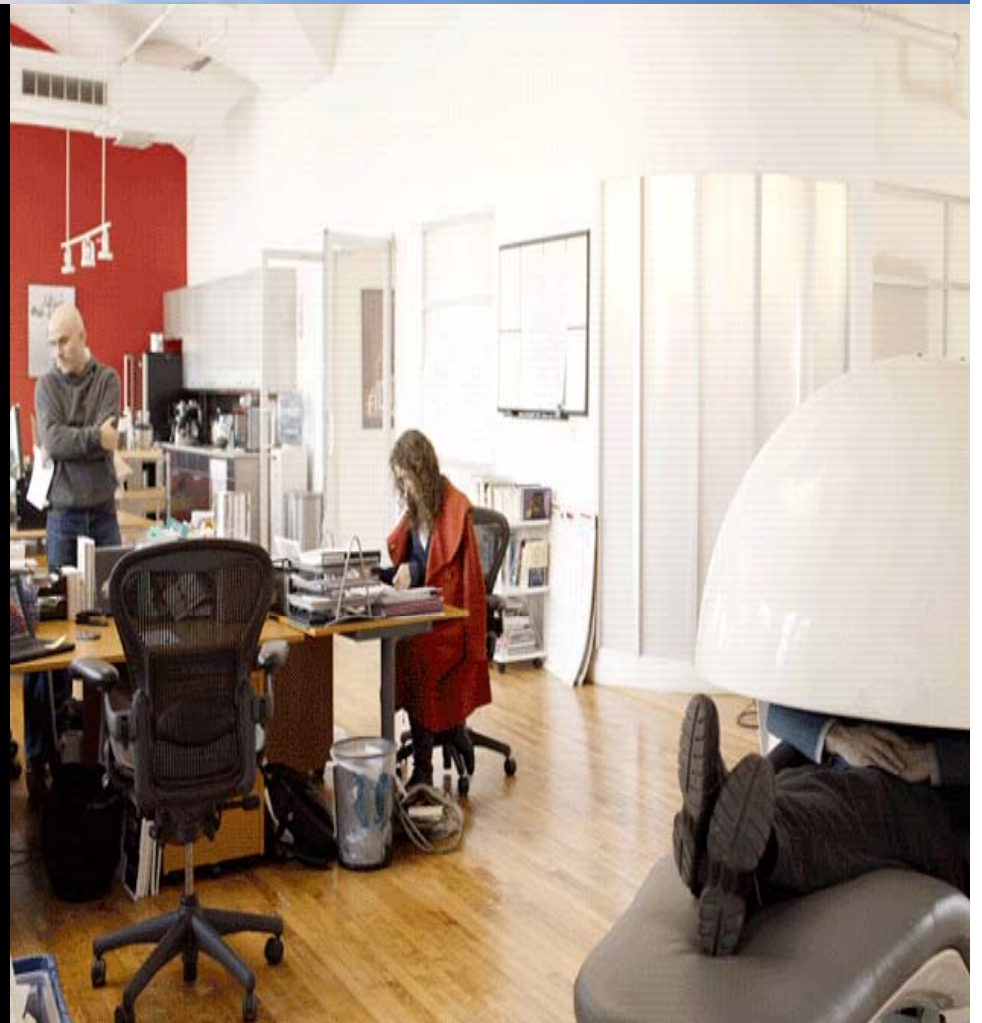
(Last 12-18 months)

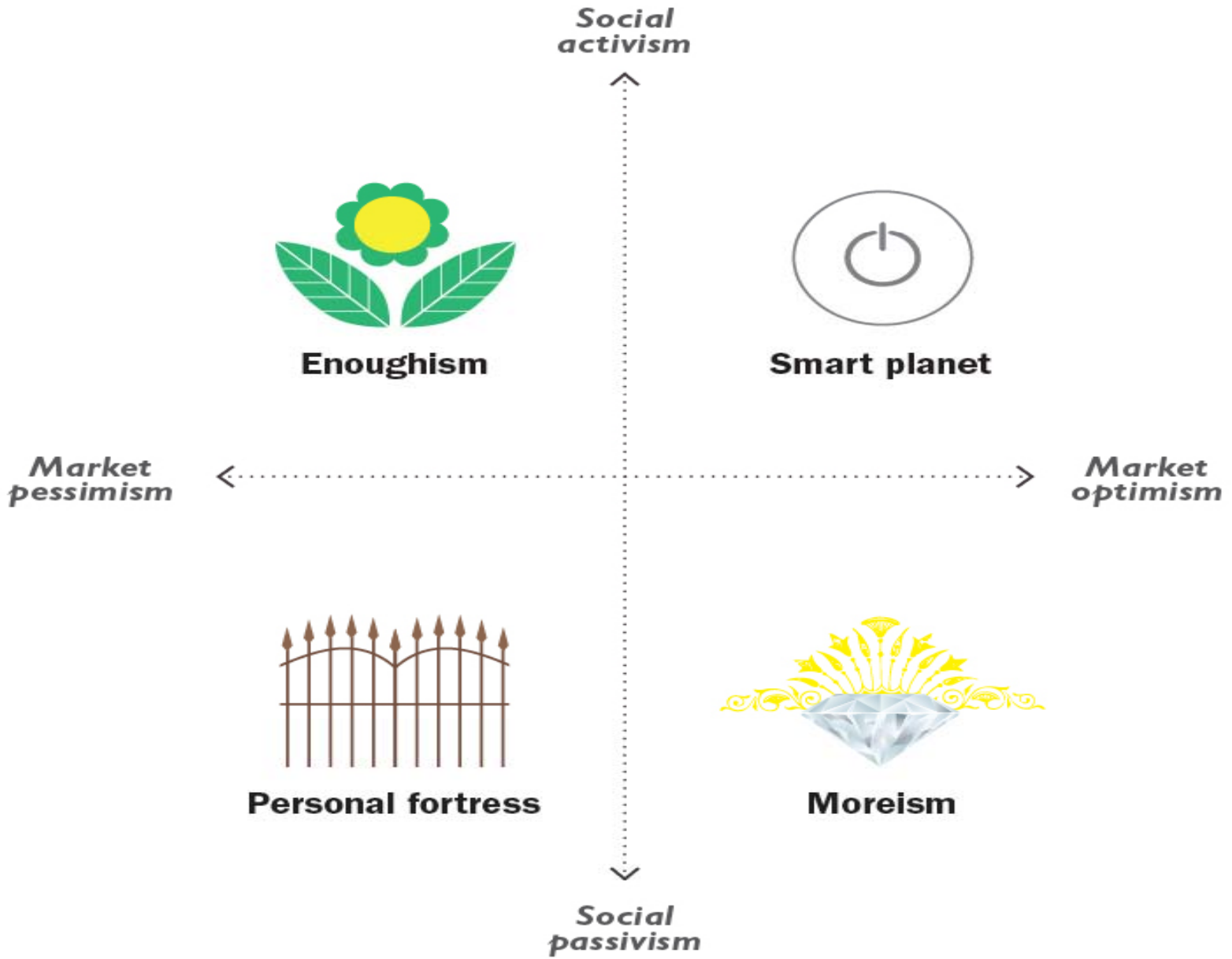
- Cheap is cool
- Trading down
- Second-hand
- Binning the bling
- Consuming at home
- Expecting less
- Interest rates?
- Inflation?



The Workplace

- Skills shortages
- Outsourcing
- Automation
- Workplace diversity
- More part-time workers
- More feminine
- Flexible contracts
- Purpose
- Gen Y





Scenario matrix created by Richard Watson, Oliver Freeman and Wayde Bull









PRIUS




Wildcards...

- Energy price spikes
- Radical greening
- Electricity shortages
- Extended drought
- Internet brownouts
- Global pandemics
- Collapse of US/China
- Generational conflicts
- Terrorism



EMERGENCY
THIS WAY





Or...