

## The Lobby: Moving Hospitality From Connection to Collaboration

Ahead of its return, The Lobby reveals the value of connection, community and collaboration.

The value of a strong network is undeniable in forming a viable business. Trustworthy relationships and shared ambitions close deals, making human connection one of the key elements of success. But meaningful connections rarely happen by chance: they require the right setting, the right people and the right mindset. This is where The Lobby has created a distinctive position within the hospitality design sector: it's a place to be inspired, get motivated and think differently – where connections lead to collaborations.

The Lobby is not a traditional event, but a curated hospitality movement, where top decision-makers from the European hospitality industry meet to learn from one another, network and connect with suppliers who see the value in moving hospitality together. One of the core beliefs of The Lobby is that quality relationships drive better projects, stronger partnerships and more resilient businesses. Whether joining as a sponsor, partner or guest, participants step into a framework intentionally shaped to move beyond superficial networking towards genuine, long-term connections. This is done through a relaxed atmosphere, a curated guest list, high-quality speakers and insightful conversation topics.

What sets The Lobby apart is its uncompromising focus on quality over quantity. Attendance is carefully considered, bringing together peers from across the hospitality industry who share both professional relevance and a willingness to engage – from architects, interior designers and brand leaders to HoReCa decision-makers. Grounded in shared challenges and ambitions, the guests connect peer-to-peer, making it easier to discuss opportunities, test ideas and explore potential collaborations. In contrast to fast-paced

fairs and crowded conferences, The Lobby is structured for a more relaxed and thoughtful approach. The programme allows time for conversations to unfold, relationships to develop and ideas to mature. Informal moments are designed not as add-ons, but as catalysts for interaction. The result is a setting where introductions don't end with a handshake, but continue into follow-up meetings, shared initiatives and concrete projects. For sponsors, this translates to far more than brand exposure, offering organic partnerships developed through a shared table at dinner or a moment of alignment discovered in dialogue rather than a pitch.

The Lobby is known as a place where relationships form and extend beyond the physical setting: over time, projects are initiated, partnerships forged and networks strengthened. This continuity is not accidental; it is the result of a deliberate mindset where people are placed at the centre, and where network is understood not as a list of contacts, but active quality relationships. In an era where networking is often reduced to speed and scale, The Lobby offers a much-needed alternative. By providing an inviting setting, time, quality content and the right conditions for personal meetings, it transforms connection into collaboration and community into lasting value.

*The next edition of The Lobby will take place in Copenhagen from 2–3 September 2026. This year's theme is Celebrating Failures – focusing on learning, rebuilding and coming together in difficult times. For more information and attendance, visit the website or email [info@thelobbycph.com](mailto:info@thelobbycph.com).*

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