



NICE TO HOST YOU

PHOTO IG @HYPEAT

People will remember most how you made them feel.

Never before have we been so connected.
And never before have we needed genuine
human connection so much.

Every day, we receive hundreds of
messages, scroll through thousands of
images and take part in countless
conversations. We can be everywhere
without ever leaving the room.

And yet, it is not the number of
connections that makes us feel closer to
one another. It is presence. Conversation.
An experience that stays with us long after
the screen goes dark.



FOREWARD

**People will forget what you said. People will forget what you did.
But people will never forget how you made them feel.— Maya
Angelou**

For eighty years, Harvard has studied what helps people live longer, happier lives. The answer was surprisingly simple.

Relationships.

Not apps. Not algorithms. Not the number of followers.
Relationships.

For more than twenty years, I have worked across communication, events and projects for brands and cultural institutions. Over time, I began to notice something: people don't come back for the best catering or the biggest stage.

They come back for how they felt.

This Journal was created around one question:

How do we design experiences that truly connect people?

Not as decoration for a programme. Not as a backdrop for Instagram.
But as an architecture of human connection — spaces that people leave changed.



THE BUBBLE EFFECT

**We live in the most connected world in history.
And yet, we have never needed genuine human connection
more.**

For the past decade, technology has promised us one thing:
that we can be close to anyone, anytime, anywhere.

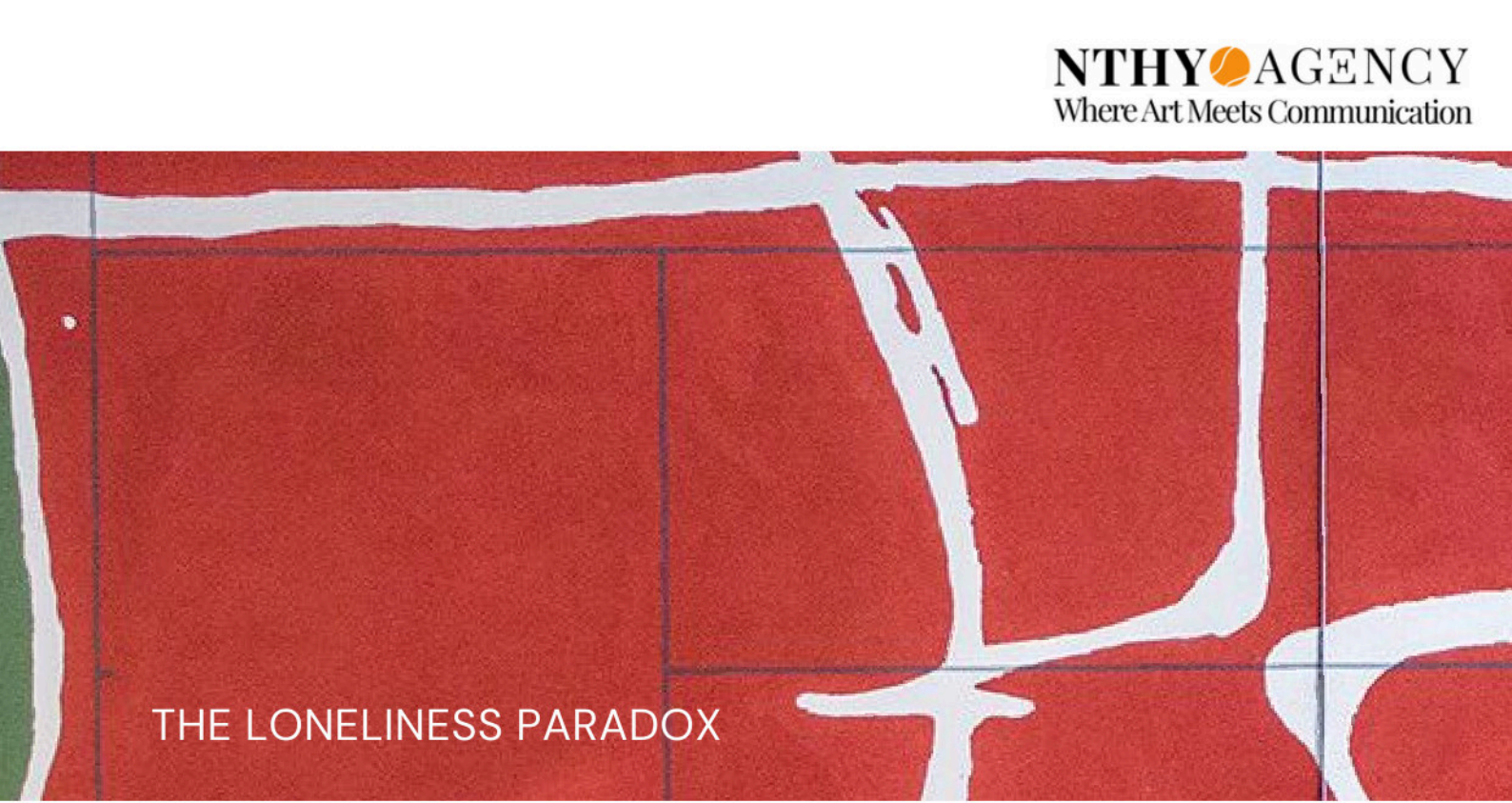
It kept that promise. And created a problem we didn't see coming.

Algorithms are designed to predict our next click. Not to show us something new, but to keep us engaged for as long as possible. The better they get to know us, the less often we encounter people, ideas and perspectives outside our own bubble.

Platforms optimized for engagement are not optimized for understanding. That is why we increasingly need spaces where we can meet people we would probably never talk to online. Discover new ideas. Step outside the bubble.

Well-designed experiences, conferences, workshops and cultural events do exactly that.

They are the antidote to the bubble.



THE LONELINESS PARADOX

**“Good relationships keep us happier and healthier. Period.”
— Robert Waldinger — Harvard Study of Adult Development**

Loneliness can make us ill. Not metaphorically. Literally.

1 in 6

That’s how many people worldwide experience loneliness.
Source: WHO, From Loneliness to Social Connection, 2025.

In 2023, the U.S. Surgeon General published a report that was difficult to ignore.

The health impact of lacking social connection can be comparable to smoking up to 15 cigarettes a day. Loneliness and social isolation are no longer marginal issues.

For more than eighty years, the Harvard Study of Adult Development has followed people’s lives to understand what keeps us healthy, happy and fulfilled. One of its most important findings is remarkably simple: strong social relationships matter.

Not income. Not status. Not achievement.
Relationships.

In a world that gives us more ways than ever to stay connected, more and more people still feel alone.

This is not just a technological paradox. It is a design problem.
The spaces we create — physical and digital — are often optimized for content, clicks and conversion. Not for building genuine human connection.
It’s time to change that.

Journal

When was the last time you felt truly connected to other people?

What made that experience feel special?

How many times this week did you have a face-to-face conversation with someone - without a screen between you?
How did it affect the way you felt?

Who are the people you want around you?
What kind of environment do you want to create?





THE EXPERIENCE ECONOMY

"Businesses must orchestrate memorable events for their customers, and that memory itself becomes the product."

B. Joseph Pine II & James H. Gilmore — The Experience Economy

Robert Waldinger — Harvard Study of Adult Development

The memory is the product.

In 1998, B. Joseph Pine II and James H. Gilmore published an article in Harvard Business Review that changed the way we think about value creation.

Their idea was simple: economies evolve from commodities to goods, from goods to services, and from services to experiences. Each new stage creates greater value — and higher margins.

Two cups of coffee may taste similar. Yet the experience surrounding them can completely change their perceived value. Starbucks doesn't simply sell coffee — it creates a place to meet, work or take a moment out of the day. That experience is part of what makes people willing to pay more and come back.

Pine and Gilmore argued that businesses need to create memorable experiences because the memory itself becomes the product.

More than 25 years later, that idea feels more relevant than ever — perhaps even more relevant than its authors could have imagined.

Because today we know:

Memory alone is not enough.

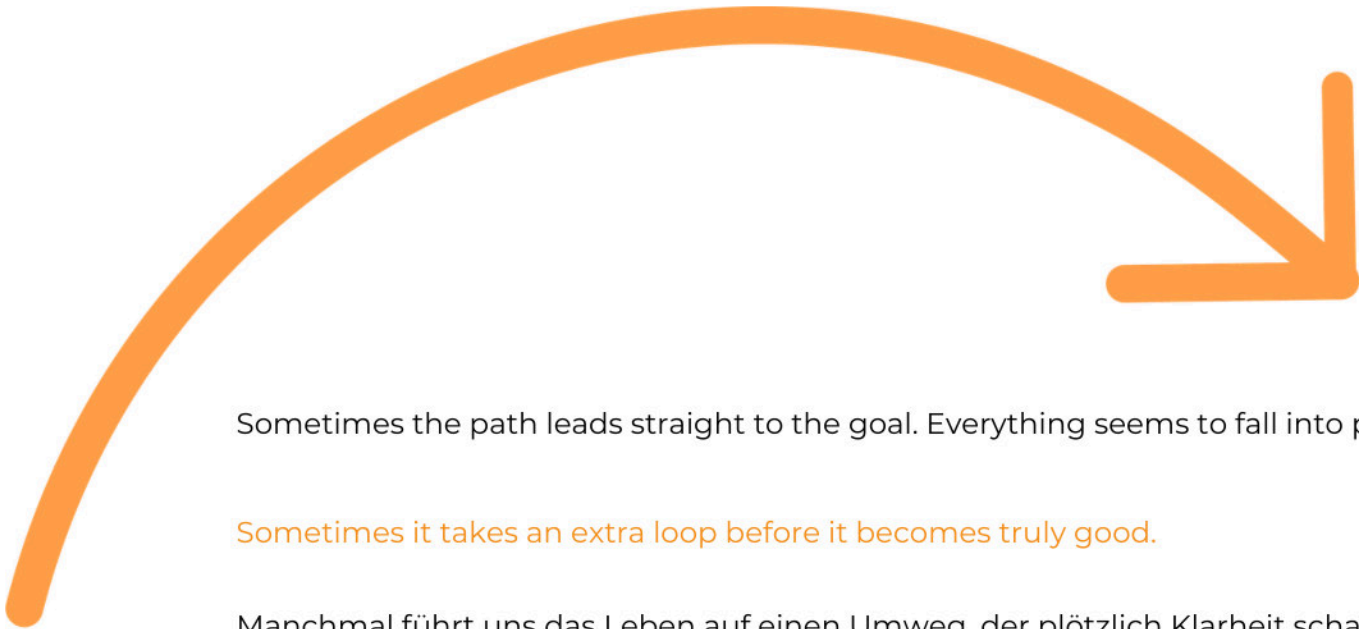
The best experiences don't just create memories.

They create community.

They build relationships.

And they create a reason to return.

FLOW IS NEVER LINEAR



Sometimes the path leads straight to the goal. Everything seems to fall into place.

Sometimes it takes an extra loop before it becomes truly good.

Manchmal führt uns das Leben auf einen Umweg, der plötzlich Klarheit schafft.

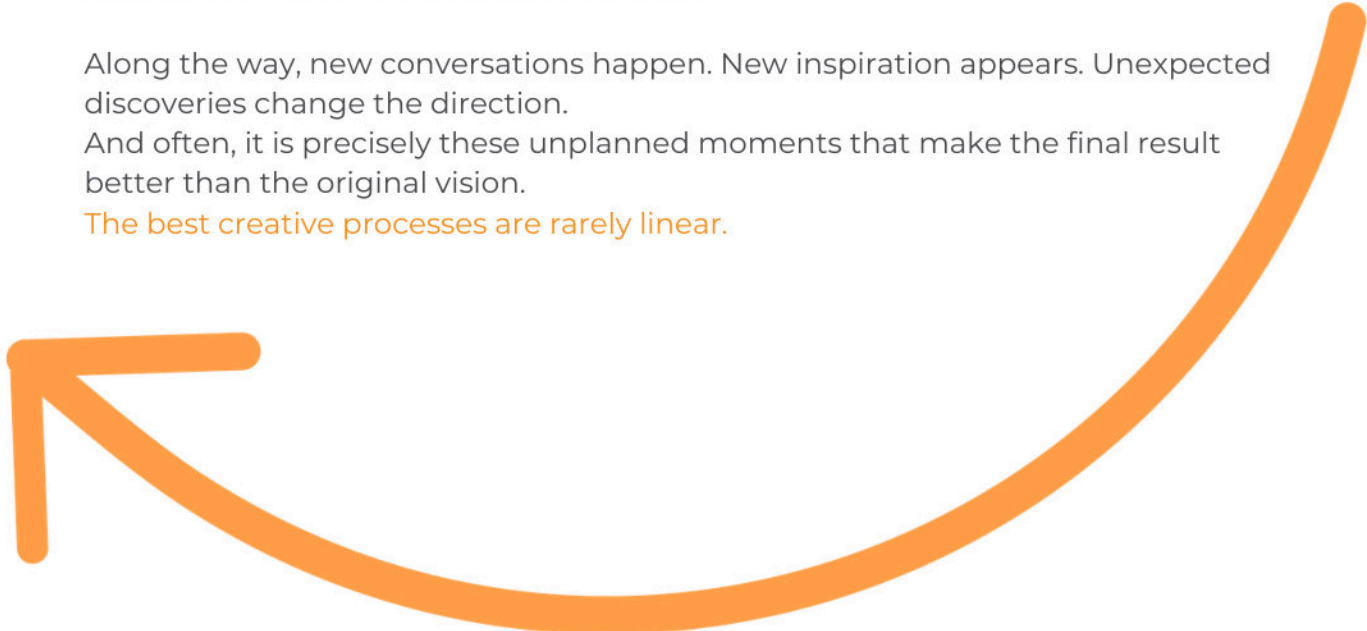
Sometimes life takes us on a detour that suddenly brings clarity.

And sometimes, only along the way do we realize that it was actually about something else entirely. Every project begins with an idea, but it almost never ends exactly where we imagined it would.

Along the way, new conversations happen. New inspiration appears. Unexpected discoveries change the direction.

And often, it is precisely these unplanned moments that make the final result better than the original vision.

The best creative processes are rarely linear.





WHY AI MAKES EXPERIENCES MORE VALUABLE

The more AI we use, the more valuable genuine human presence becomes.

The World Economic Forum's Future of Jobs Report highlights the skills that will become increasingly important in the years ahead.

At the top of the list are not only technical skills.

Creativity. Empathy. Leadership. Collaboration. Trust.

AI is exceptionally good at processing data, generating content and automating repetitive tasks.

But that is precisely why human intuition, empathy and genuine presence are becoming even more valuable.

Research and analysis by McKinsey consistently point to the importance of collaboration, trust and strong organizational culture in building high-performing organizations.

Technology is a tool. Culture is a competitive advantage.

This is the paradox of AI: the more automated our lives become, the more valuable experiences that are not determined by an algorithm become.

AI can help us create faster and work smarter.

But people give experiences meaning.

No algorithm can replace the quality of genuine human connection, attention and emotion that stays with us long after the experience is over.



Collaboration.

— WORLD ECONOMIC FORUM — FUTURE OF JOBS REPORT



COMMUNITY IS THE NEW COMPETITIVE ADVANTAGE

Companies no longer compete on products alone. They compete on their ability to build communities.

For years, companies competed through products. Then through brands. Today, increasingly, they compete through communities.

The most valuable experiences don't end when the programme does. They become the beginning of conversations, partnerships, projects and trust.

McKinsey has repeatedly highlighted the importance of environments built around collaboration, knowledge sharing and strong relationships. In a technology-driven world, competitive advantage is no longer defined only by what a company offers — but also by the relationships it is able to build.

LEGO has been actively involving its community in the development of new sets for years. Fans don't simply buy products — they share ideas, vote on projects and help shape the brand.

It demonstrates something important:

The strongest brands don't just build customer bases.

They build communities.

NTHY Agency doesn't simply organize events.

We design spaces where communities can grow.

That is why, before every project, we ask ourselves one question:

How do we make sure people don't just arrive as an audience — but leave feeling part of something bigger?

Journal

What kind of community are you building — consciously or unconsciously?
Who are the people who keep coming back?

How do you want people to feel when they leave your events or spaces?
And how often do you actually measure whether you achieved that?

If you could design one encounter that would change the relationships between
the people taking part — what would it look like?



We Don't Design Events.
We Design Human Connection.

From events to formats.

From experiences to impact.

An event is made up of a space, a programme, speakers and catering. An experience is what remains when all of that is over.

We don't ask how many speakers should be on stage. We ask what conversations we want to inspire.

We don't ask how much of the budget should go into staging. We ask how the space can encourage meaningful encounters.

We don't ask how much more content we can fit into the programme. We ask how much space we can leave for the unexpected.

Because the most important conversations are rarely on the agenda.

We know — and research confirms — that some of the most valuable moments at a conference happen outside the official programme.

During a coffee break.

Over dinner.

On the way to a taxi.

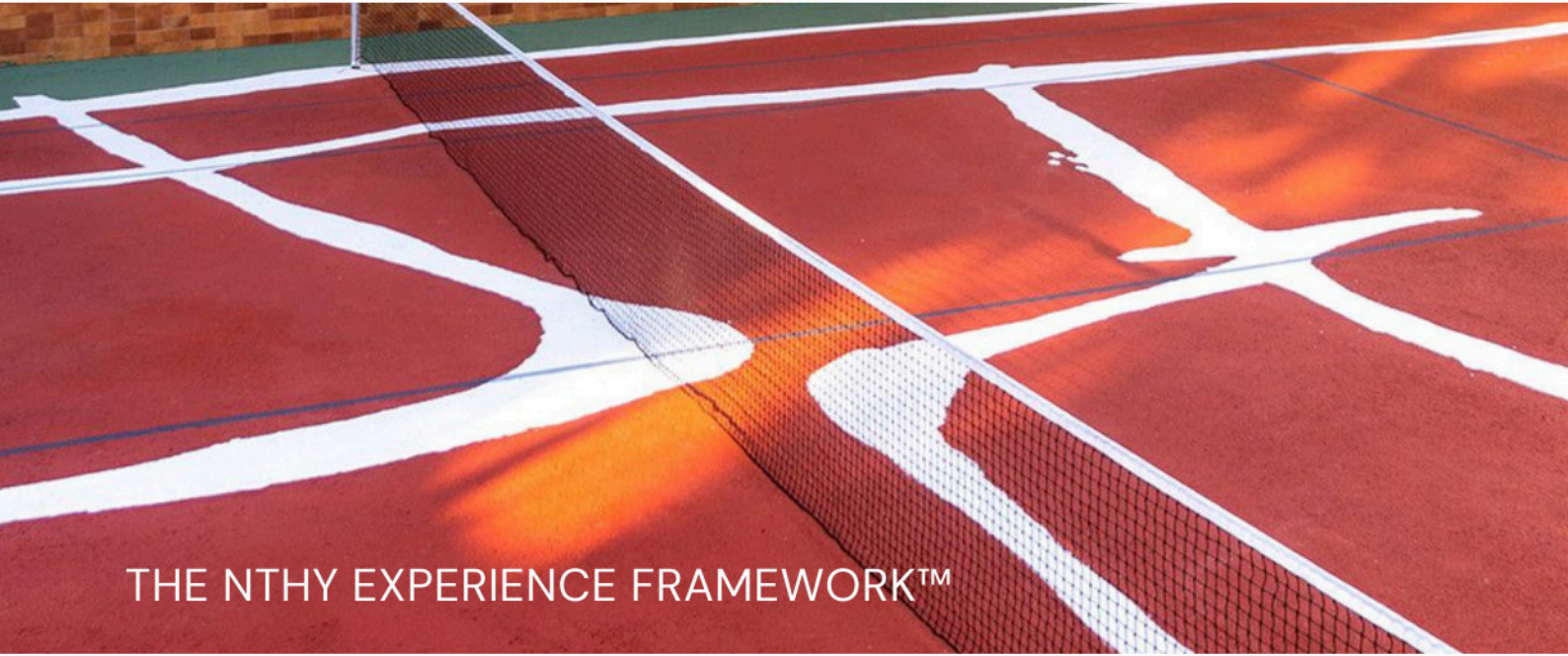
That is why we don't just design programmes.

We design the architecture of human connection.

Spaces where unexpected encounters can happen.

Where conversations can begin.

And where people want to stay longer than they originally planned.



THE NTHY EXPERIENCE FRAMEWORK™

Every experience we design begins with four questions.

01 FEEL

Every meaningful experience begins with a feeling. Before people remember what was said, they remember how they felt. Emotion shapes the first impression and creates space for genuine engagement.
How do we want people to feel?
Not what — but how.

02 CONNECT

Connection begins with real conversations, shared values and a sense of belonging. The strongest communities are not built through marketing campaigns. They are built by people who feel they are part of something bigger.
Who do we want to connect?
With whom — and for what purpose?

03 REMEMBER

People won't remember every detail of an event or project. They remember the moments that moved them, inspired them or made them feel seen. Those are the moments that become memories.
What do we want them to remember?
Not the programme. The moment.

04 RETURN

The greatest measure of a successful experience isn't a one-time wow effect. It is the decision to come back, recommend it to others and become part of the story again. That is when an experience becomes a lasting relationship.
Why should people come back?
Not out of obligation. Because they want to.

REFLECTION

01

What was the last experience that truly moved you?

What made it stay with you?

02

What kind of community are you building - consciously or unconsciously?

Who are the people who keep coming back?

03

If you could design one encounter that changed the relationships between the people taking part - what would it look like?

04

How do you want people to feel when they leave your events?

How often do you check whether you actually achieved that?

If you'd like to talk about how we can design experiences that truly connect people, write to us at info@nthy-agency.com

Journal

What was the last experience that truly moved you?
What made it stay with you?

If you had one year and an unlimited budget to build a community - what would you create?

Describe NTHY Agency in one sentence — from your perspective.
(Not ours. Yours.)



ABOUT NTHY – AGENCY

We design experiences.

We build communities.

We connect culture and business.

NTHY Creative Agency Hub operates at the intersection of culture, business and design. Our name stands for Nice To Host You.

It is more than a welcome.

It is a mindset.

For us, hospitality goes far beyond simply making people feel welcome. It is the art of creating spaces where people want to be. Where they feel seen. And where they want to return.

We work with brands, creatives, artists, experts and organizations that want to create more than reach.

Our focus:

Communication & Storytelling

Culture

Creative Production

International Collaborations

We believe in one simple idea: the best things in business and culture don't happen in a conference room, on a stage or in a presentation.

They happen in conversation.

In between.

Afterwards.

Our role is to create the spaces where those conversations can happen.



LET'S BUILD STORIES PEOPLE REMEMBER

Maybe we'll create the next experience together?

If you've made it this far, you probably know you're looking for something more.

More than a traditional conference.

More than an event that ends when the last guest leaves.

More than reach.

You're looking for an experience that stays with people.
A community that grows.

Relationships that matter.

We are NTHY Agency. And we'd like to ask you one question:
How do you want people to feel when they leave?

Let's talk:
info@nthy-agency.com
Instagram: [@nthy_agency](https://www.instagram.com/nthy_agency)
LinkedIn: [Nice-to-host-You-Agency](https://www.linkedin.com/company/nice-to-host-you-agency)

We'd love to host you.



PFOTO IG @HYPEART