4YFN24
Social Selling Kit

10 years of boosting innovation, investments and introductions within the startup ecosystem.
Hello and welcome to your toolkit of social media templates and guidelines for your social channels. Please use them to share professional-looking assets about your activities at 4YFN24 quickly and simply – and they’ll get noticed by your audience.

Follow the event at:

twitter.com/MWCHub
twitter.com/4YFN_MWC
facebook.com/FourYearsFromNow
linkedin.com/company/4YFN
instagram.com/4yfn_mwc
youtube.com/@4yfn
We fuel the startup journey

We’re here to boost digital startups with contacts, exposure and investments, from the start of their life cycle and throughout.

4YFN is the event partner of MWC, the world’s largest and most influential connectivity event.

This means our event not only brings all the players you need for a winning digital startup together (like investors and corporate innovators), but it also springboards startups onto the radar of the most powerful decision makers in the connectivity ecosystem – such as CEOs from global mobile operators and frontier tech companies.

All this helps new business ventures sprout the wings they need for a breathtaking launch.
To celebrate our 10th anniversary, we’re growing – and we’re inviting you to grow with us. This year, there are two halls, bonus stages, extra speakers and more themes that’ll feed startups and fuel them to the next level.

**Themes**
- Growth
- Startup Funding
- Corporate Innovation
- The Age of AI
- Art of Innovation
- Decentralisation (Web 3.0)

**Programmes**
- Digital Health
- Green Tech
- Fintech
- Impact
- Founders
- University Spin-Off
- Investors
Social post examples:
Speakers

LinkedIn/Facebook
I'm thrilled to announce that I'm speaking at the 10th anniversary of 4YFN, the only event for startups that partners with the world's largest and most influential connectivity event, MWC Barcelona.

Please join me as I spark ideas, switch on knowledge and fire off insights on <input theme> to boost startup growth. Register for your pass >>

Twitter
Thrilled to be speaking at the 10th anniversary of 4YFN. Join me as I fire off insights on <input theme> to boost startup growth. Register for your pass >>
Speaker Card Example 1

1. Use Rubik Regular font, 14pt, for the Name and Title. Name and title can go onto more than two lines if needed.

   — Set Saturation to 0%.
   — Set Transparency to 35%.

There are three headlines to choose from in the templates, please choose the appropriate example.
Social post examples:
Sponsors

LinkedIn/Facebook
Excited to announce we’re a sponsor at #4YFN24, the only event for startups that partners with the world’s largest and most influential connectivity event, MWC Barcelona.

Excited to sponsor #4YFN24. Join us as we explore the ways <input programme name(s)> can disrupt the future and boost startup growth. Register for your pass >>

Twitter
Join us as we explore the ways <input programme name(s)> can disrupt the future and boost startup growth. #4YFN24. Register for your pass >>
Sponsor Card Example 1

1. Insert white version of sponsor company logo.

There are three headlines to choose from in the templates, please choose the appropriate example.
Sponsor Card Example 2

1. Insert white version of sponsor company logo.

There are three headlines to choose from in the templates, please choose the appropriate example.
Sponsor Card Example 3

1. Insert sponsor company logo.

There are three headlines to choose from in the templates, please choose the appropriate example.
Social post examples:
Exhibitors

LinkedIn/Facebook
Thrilled to announce we’re an exhibitor at #4YFN24, the only event for startups that partners with the world’s largest and most influential connectivity event, MWC Barcelona.

Join us to find out why we could be the next big thing and how our startup is changing lives for the better. Register for your pass >>

Twitter
Join us at #4YFN24 to find out why we could be the next big thing and how our startup is changing lives for the better. Register for your pass >>
Exhibitor Card Example 2

1. Insert white version of exhibitor company logo.
3. 'Visit us' text in Rubik Regular, 16pt.

There are four headlines to choose from in the templates, please choose the appropriate example.
Exhibitor Card
Example 2

1. Insert white version of exhibitor company logo.
3. 'Visit us' text in Rubik Regular, 16pt.

There are four headlines to choose from in the templates, please choose the appropriate example.
Exhibitor Card Example 3

1. Insert exhibitor company logo.
3. 'Visit us' text in Rubik Regular, 16pt.

There are four headlines to choose from in the templates, please choose the appropriate example.
LinkedIn/Facebook
Excited to announce we’re a media partner at #4YFN24 for its 10th anniversary. It looks to be its best event yet, with two halls, bonus stages and extra speakers. We can’t wait to share all the thrilling developments, talking points and world-changing innovations. Register for your pass >>

Twitter
Stay tuned as we reveal the exciting developments, talking points and world-changing innovations at #4YFN24 for its 10th anniversary. Register for your pass >>
Media Partner Card
Example 1

1. Insert white version of media partner company logo.
3. Subhead text in Rubik Regular, 18pt
Media Partner Card Example 2

1. Insert white version of media partner company logo.
3. Subhead text in Rubik Regular, 18pt
Media Partner Card
Example 3

1. Insert white version of media partner company logo.
3. Subhead text in Rubik Regular, 18pt

Feeding your ambition and inspiration
Laboris nisi ut iquip ex ea commodo
Social post examples:
Attendees

Twitter

Excited to announce (we’ve / I’ve) just registered for #4YFN24.
Looking forward to all the world-changing innovation, networking activities and pitch battles! @4YFN24

Linkedin/Facebook

Excited to announce (we’ll / I’ll) be attending 4YFN 2024.
Looking forward to all the world-changing innovation, networking activities and pitch battles! @4YFN24

Register here >>
[LINK TO REGISTER PAGE] @4YFN24
Attendee Card Example 1

1. Name and company text in Rubik Regular, 16pt.
Attendee Card Example 2

1. Name and company text in Rubik Regular, 16pt.
Attendee Card
Example 3

1. Name and company text in Rubik Regular, 16pt.

Name Surname
Job Title, Company

I’m excited to be attending 4YFN24
This Download Package contains PowerPoint templates for you to customise with the messaging provided in this document.

In this package you will also find the Rubik and Space Grotesk typefaces for you to use with the templates.