v.01 October 2026

MWC27 Barcelona

Social Media Selling Kit

MWC GSMA

MWC27 Barcelona Social Selling Kit

Hello, this toolkit provides a set of ‘plug and play’ MWC branded assets to use on your social media channels. It’s here to help you raise your profile and promote your involvement in the world’s largest and most influential connectivity event – MWC27 Barcelona.

MWC social media channels

Hashtag – must always appear in post copy:

#MWC27

Follow the event at:

X:
twitter.com/MWCHub

GSMA social media channels:

X:
twitter.com/GSMA

Facebook:
facebook.com/gsma

LinkedIn:
linkedin.com/company/gsma/

Instagram:
instagram.com/gsmaonline

Our event theme for 2027:

In 2027, we're concentrating our event focus on bringing the ethos of our brand tagline – Experience the power of connection – to life.

Experience

It's the energy, the immediacy of being there in person, of seeing it for yourself. The exhilaration of being in the room where they said it first, of meeting future partners face-to-face, of walking the showfloor and holding world-changing technology in your hand.

Power

It's witnessing the scale, reach and impact of connected technology, appreciating firsthand its limitless potential to transform every aspect of industry, business and society.

Connection

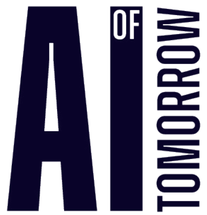
Both the technical ebb and flow of data and communication between machines and algorithms and the vital human connection that drives all change.

When people, ideas, technology and influence connect, progress happens on a global scale. Businesses grow. Partnerships form. Industries evolve. Nations collaborate.

2027 conference themes



AI in Action
Bridging the gap between ambition and reality, AI in Action cuts to the operational truth of what genuine deployment actually looks like.



AI of Tomorrow
AI is entering a new era of rapid innovation, reshaping the possible across every industry and redefining how we will live, work and create in the future.



Autonomous Enterprise
AI is transforming enterprises from organisations that simply automate to intelligent businesses that can sense, decide and act in real time.



Networks Reinvented
Explore how the infrastructure layer is being reimagined for an AI-first world, where connectivity, compute and intelligence converge at the edge.



The Next Era
Spotlighting the technologies poised to redraw industry boundaries: from space-borne networks to next-gen interfaces and moonshot materials science.



Tech4All
As digital systems become more intelligent, trust needs to be designed into the infrastructure and platforms that power the digital economy.

Social card graphic examples: Generic

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field – Speaker’s Name>

Experience the power of connection

(Dates, MWC logo)

Social card graphic examples: Speakers

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field – Speaker’s Name>

Insert what you’re taking about or the name of your talk

(Dates, MWC logo)

Social post examples: Speakers

LinkedIn/Facebook:

Looking forward to speaking at #MWC27, where my words will make their way around the world from a global tech stage. Make sure you catch my fresh take on <theme name> to accelerate your ambition and reroute your business strategy for the year.

Don't me at <stage name, time>

Register for your pass >>

X

Can't wait to be heard at #MWC27 – I've got an innovation starter kit of ideas to share with you that you won't want to miss. Catch what I have to say on <theme name> to reroute your business strategy for the year.

Register for your pass >>

Social card graphic examples: Sponsors

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field – Sponsor’s Logo>

We’re here to connect with ecosystem leaders, please join us

Proud to be a sponsor

(Dates, MWC logo)

Option 2:

<Editable field – Sponsor’s Logo>

Join us to align your business ambition and grow your potential

Proud to be a sponsor

(Dates, MWC logo)

Social post examples: Sponsors

LinkedIn/Facebook:

Proud to announce our sponsor role at #MWC27, putting our brand in pole position alongside global tech leaders and ecosystem influencers. Make time to reach out and connect around our latest thinking on <latest project/ ideas on/demo of/thought leadership about>. We've got creativity to share and partnerships to build.

Visit us at <sponsor area>

Register for your pass >>

X

Thrilled to sponsor #MWC27 – an industry audience primed and ready to hear our thinking on the issues impacting their business. We've got creativity to share and partnerships to build.

Register for your pass >>

Social card graphic examples: Exhibitors

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field – Exhibitor’s Logo>

Ready when you are to deploy and scale

Proud to be an exhibitor

(Dates, MWC logo)

Option 2:

<Editable field – Exhibitor’s Logo>

Prepare for an innovation intervention!

Proud to be an exhibitor

(Dates, MWC logo)

Social post examples: Exhibitors

LinkedIn/Facebook:

There's a section of showfloor at #MWC27 with our name on it – where we'll be rubbing shoulders with exhibitor elite from every part of the planet. Make your way to our stand to see <insert technology> in action and explore ways we can become part of your business journey and grow together.

Come see us at
<exhibition stand, area>

Register for your pass >>

X

Hyped to be exhibiting at #MWC27 – on a showfloor packed with tech and potential. Come by and see our <insert technology> in action and let's align our business ambitions. .

Register for your pass >>

Social card graphic examples: Media Partners

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field –
Media Partner’s Logo>

This is a tech news flashpoint and we’re taking notes

Proud to be a media partner

(Dates, MWC logo)

Option 2:

<Editable field –
Media Partner’s Logo>

Tech news travels fast – we’re here to help you get ahead

Proud to be a media partner

(Dates, MWC logo)

Social post examples: Media Partners

LinkedIn/Facebook:

Good news! We're a proud media partner of #MWC27 – where global industry giants and connectivity leaders will soon be making their way.

It's a tech news flashpoint for thought merchants and tech mavericks to converge and we'll be there to capture every innovation and idea as they drop. Whether its digital infrastructure, smart manufacturing, intelligent healthcare, quantum innovation or embodied AI, if there's a story brewing on the showfloor or stage, we'll make sure you're the first to know about i.

Stay tuned at <feed>

Register for your pass >>

X

As a proud media partner of #MWC27 – we'll be in the wings and on the showfloor, ready to deliver you up-to-the-minute tech intelligence and insight as it leaves their lips.

Register for your pass >>

Social card graphic examples: Attendees

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field – Attendee Logo>

Our next conversation could change everything

(Dates, MWC logo)

Option 2:

<Editable field – Attendee Logo>

Inspired intelligence, transformative tech

(Dates, MWC logo)

Social post examples: Attendees

LinkedIn/Facebook:

#MWC27 is on the horizon and I'll/ we'll be there! Where else will you find tech innovators, leading thinkers and global decision makers from across the connectivity ecosystem, together in one place? <My team and> I can't wait to walk the halls, share a coffee and make industry connections with business-changing impact.

Register here >>

X

I've/We've got our walking shoes ready for #MWC27! <My team and> I can't wait to hit the halls, share a coffee and make industry connections with business-changing impact.

Register heres >>

Social card graphic examples: Partners

Copy guide for the editable templates provided in the Download Package on page 28.

Option 1:

<Editable field – Sponsor’s Logo>

We’re here to connect with ecosystem leaders, please join us

Proud to be a partner

(Dates, MWC logo)

Option 2:

<Editable field – Sponsor’s Logo>

Join us to align your business ambition and grow your potential

Proud to be a partner

(Dates, MWC logo)

Social post examples: Partners

LinkedIn/Facebook:

Thrilled to be a partner at #MWC27

Register for your pass >>

X

Thrilled to be a partner at #MWC27

Register for your pass >>



Generic social post card example

With event theme background and messaging.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Speaker card example and guide

With quotation.

1. The ‘Quotation’ text is in Arial Regular size 24pt. Line Spacing is set to ‘Single’, Character Spacing is set to ‘Condensed’ by ‘0.5’.
2. The ‘Name’ text sits one paragraph space below the quotation and is in Arial Bold, size 20pt. Line Spacing is set to ‘Single’.
3. The ‘Job and Title’ text sits directly below the quotation and is in Arial Regular, size 18pt. Line Spacing is set to ‘Single’.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

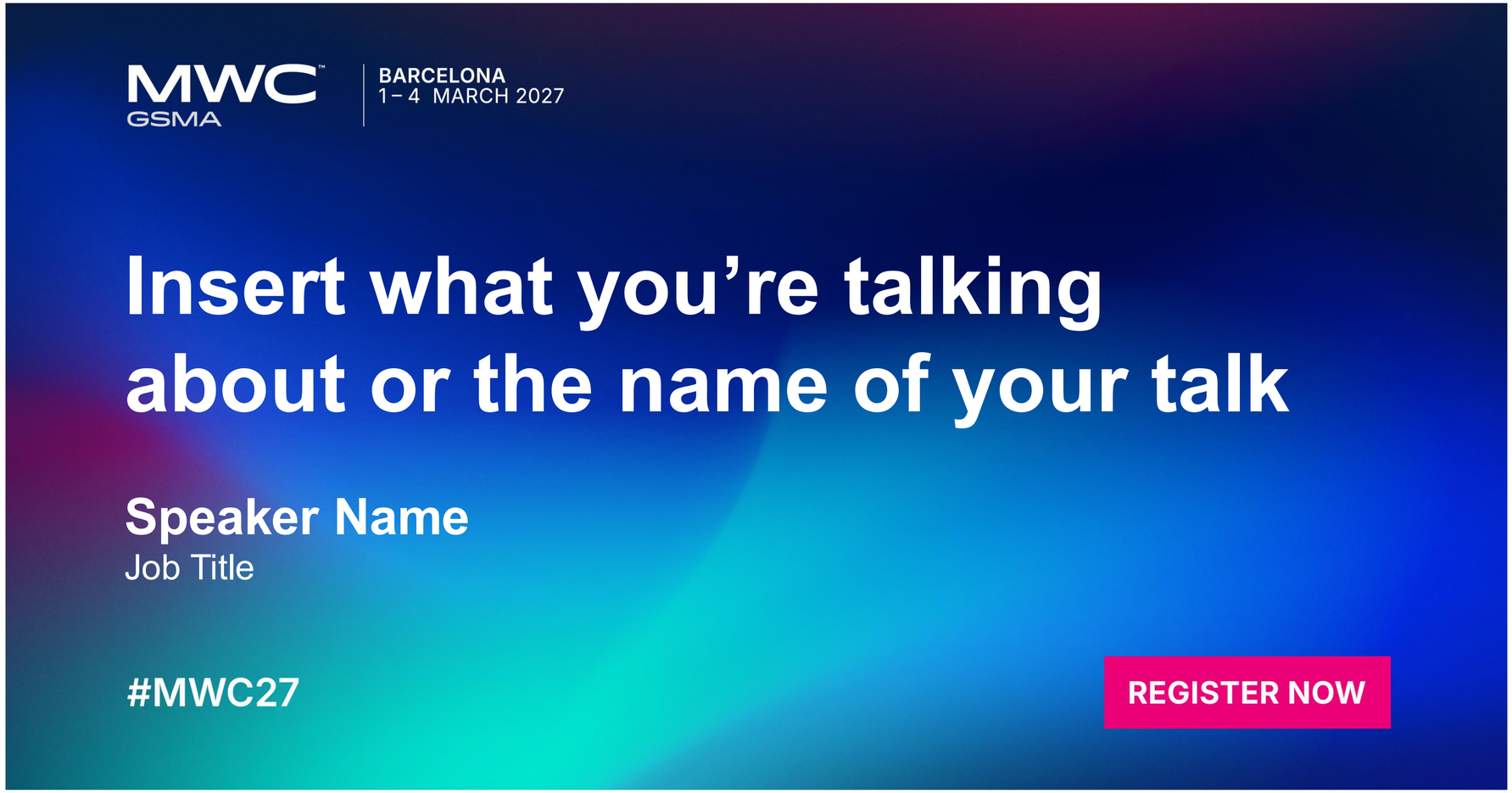


Speaker card example and guide

With quotation.

1. The ‘Speaker Name’ text is in Arial Bold, size 56pt. Line spacing is set to ‘Single’.
3. The ‘Job and Title’ text sits directly below the quotation and is in Arial Regular, size 36pt. Line Spacing is set to ‘Single’.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Speaker card example and guide

Without image.

1. The 'Headline' text is in Arial Bold, size 65pt. Line spacing is set to 'Single'.
2. The 'Speaker Name' text sits directly below the headline and is in Arial Bold, size 40pt, 'Job Title' is Arial Regular, size 28pt. Line Spacing is set to 'Single'.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Sponsor card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

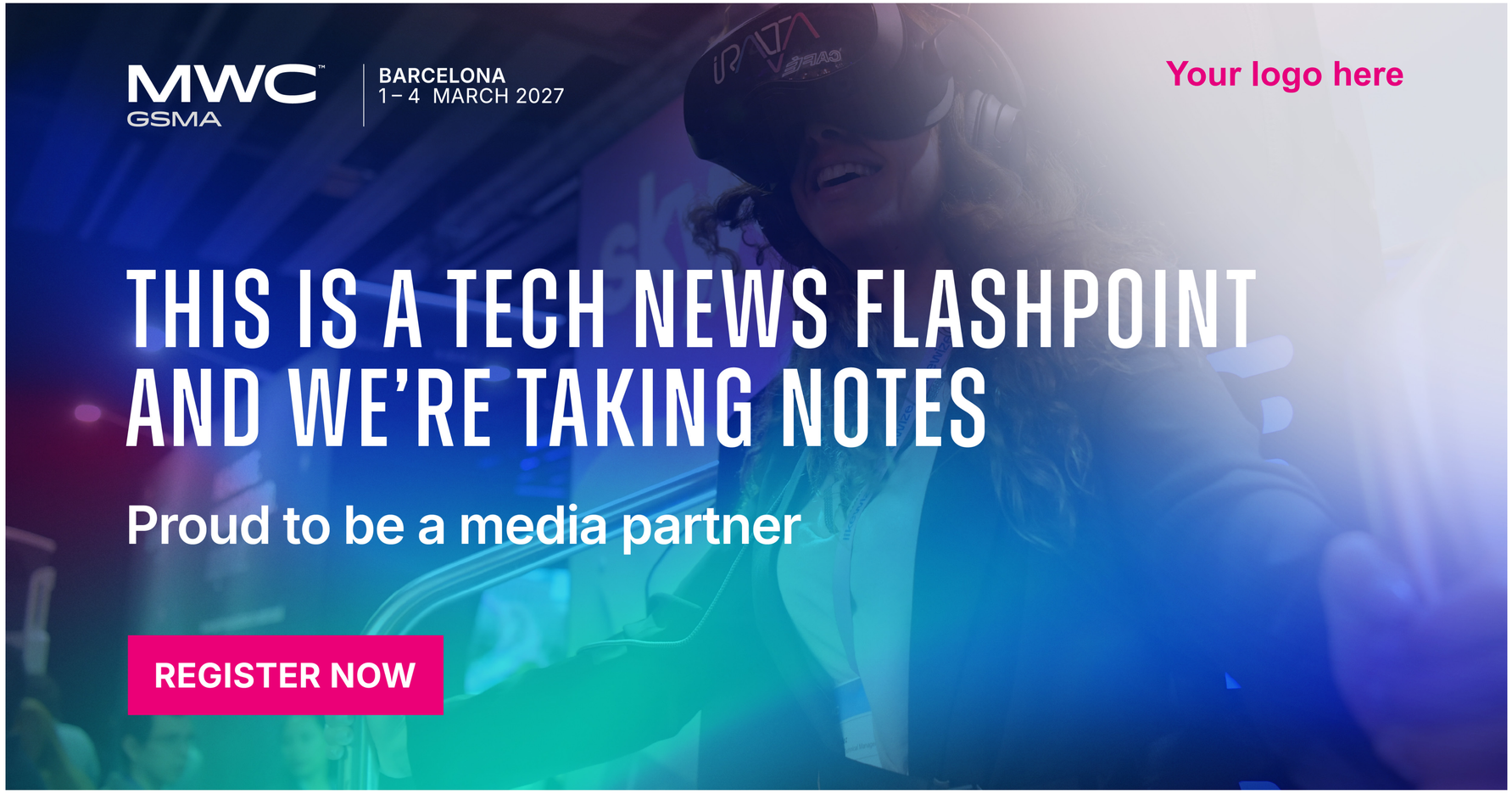


Exhibitor card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Media Partner card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Attendees card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Partner card example and guide

There are two headlines to choose from in the templates, please choose the appropriate example.

Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 28) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Email signatures

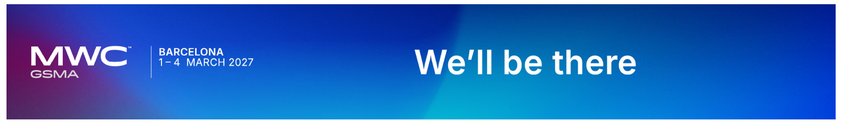
Speaker signature



Sponsor signature



Attendees signature



Exhibitor signature



Media Partner signature



Download Package

Package Contents:

- Editable social card templates
- Email signatures

Downloads

This Download Package contains Powerpoint templates for you to apply with the messaging provided in this document.

Get in touch should you have any questions:

brand@gsma.com