

MWC26 Doha

Social Media Selling Kit

The purpose of this toolkit

Hello there. This toolkit provides a set of 'lift and drop' MWC branded assets for your socials. Use them as on-brand messaging to raise your profile and promote your involvement in the region's newest and most iconic event, MWC26 Doha.

Please note: scroll to the end of this document for the link to download assets.

MWC social media channels

Hashtag:

#MWC26

Follow the event at:

X: x.com/MWCHub

GSMA social media channels:

X: x.com/GSMA

Facebook: facebook.com/gsma

LinkedIn: linkedin.com/company/gsma/

Instagram: instagram.com/gsmaonline

WhatsApp: whatsapp.com/channel/0029Vb5YgUqG8l5DG0PXXWU11



WeChat

About MWC Doha

There is no other event in the Middle East and North Africa for both local and international audiences that brings together connectivity thought leaders, decision makers, policy makers and industry VIPs at this scale and at this level of seniority. MWC26 Doha is backed by the weight of the GSMA: the long-established global organisation unifying the mobile ecosystem.

Connectivity advances capability and underpins innovation that is foundational to nearly all tech-driven transformation – including actionable AI – putting telco and connected technologies at the core of MENA's digital evolution.

MWC Doha is purpose-made for MENA, bringing together all, not just some, of the actors who help deliver digital transformation programmes. We unite key areas of activation, in the form of policy, telco, tech and societal good. We act as a convenient meeting point, intelligence centre and productivity catalyst for leaders of national visions across the region. MWC Doha is the place to forge public-private partnerships – strategically important for MENA governments accelerating digital society.

This year only, MWC26 Doha runs alongside the ITU's plenipotentiary (PP-26), expanding the highly successful MWC Ministerial Programme and advancing supportive policies in Qatar and the GCC. Resulting collaborations and outputs create an even better environment for innovation and business ambition to prosper, with MWC Doha acting as a springboard for new technology rollouts.

Our event theme for 2026: The IQ Era

The IQ Era is the powerful connection of human and tech intelligence. We go further together: human and AI, public and private, nation and neighbours.

MWC Doha is where telecoms, tech and policy connect – creating a sphere of intelligence and activation found nowhere else.

As new technology and renewed purpose reframe the landscape of digital investment in national visions, the first-hand, strategic partnerships made at MWC Doha set leaders apart from followers.

2026 thought leadership themes

MWC Doha knows the markets, thanks to intelligence from our global GSMA network. Our 2026 conference themes are based on rigorous industry knowledge of the market-driving technologies influencing growth in the region, surfacing topics that are key to local business and policy leaders.

Themes:



Social post examples: Speakers

LinkedIn/Facebook

I'm very happy to announce I'll be speaking at #MWC26 in Doha – the region's most strategic connectivity event. So you can keep pace with regional digital priorities, I'll be sharing my insights on need-to-know developments in <theme name> and how your business can be first to benefit.

I'll be speaking at <stage name, date, time>.

[Join me](#)

X

Save the date! I'm speaking at #MWC26 in Doha – the region's newest and most strategic connectivity event. I'll be sharing my latest insights on <theme name> on <insert date> to support the growth of MENA's next-gen digital society.

[Join me](#)

Social post examples: Sponsors

LinkedIn/Facebook

Excited to sponsor #MWC26 in Doha – MENA's strategic meeting point for policy, telco and tech. We're ready to make lasting connections, help deliver national visions and build digital-first societies.

Visit us at <sponsor area>, 8-10 November.

[Register for your pass](#)

X

November update! We're proud to sponsor #MWC26 in Doha – the only event aligning telco, tech and policy leadership for MENA's digital future. Create a lasting legacy with us.

[Join us, 8-10 November](#)

Social post examples: Exhibitors

LinkedIn/Facebook

Very happy to announce we're exhibiting at #MWC26 in Doha – the region's newest connectivity event and marketplace for emerging tech.

We're proud to present some outstanding new solutions, strategies and services. Connect with us on the showfloor to talk all things <theme name>. We're ready to accelerate digital momentum with you.

Visit us at <exhibition stand, area>, 8-10 November.

[Register for your pass](#)

X

Put 8-10 November in your diary! We're exhibiting at #MWC26 in Doha – where connected technology enters the mobile economy first. We can't wait to introduce our latest innovation and show you how we can go further together.

[Join us](#)

Social post examples: Attendees

LinkedIn/Facebook

Excited to announce <we'll / I'll> be heading to #MWC26 in Doha – MENA's readiness platform for policy, telco and tech leaders.

Can't wait to find out 2027's digital priorities and get previews of the future of connectivity..

[Join me on 8-10 November](#)

X

Excited to announce <we'll / I'll> be going to #MWC26 in Doha. Can't wait to see how connectivity-driven change is bringing the region's digital visions to life. See you there!

[Join me on 8-10 November](#)

Social post examples: Media Partners

LinkedIn/Facebook

Put 8-10 November in your calendar! The connectivity industry's most iconic event is back in Doha. We'll be heading to #MWC26 to break the biggest stories that change the way we think about the mobile economy.

Do you need to know what industry leaders are planning, how regional priorities are evolving, and where the next big opportunity lies?

As event media partner, we'll be there to cover every moment – from announcements of the latest technologies hot off the server, to the partnerships and personalities leading digital success stories across MENA and beyond.

Stay tuned at <feed>

[Don't miss MENA's most influential connectivity show!](#)

X

Watch this space as we discover the personalities and partnerships building digital-first societies across MENA and beyond. We'll bring you breaking news in tech, telco and policy at #MWC26 in Doha.

Experience the power of connection with us, 8-10 November.

[Join us there!](#)



DOHA
8 – 10 NOVEMBER 2026

MWC DOHA

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Generic social post card example

To export the downloaded template (please see page 23) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

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Generic social post card example

To export the downloaded template (please see page 23) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



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Name
Job and Title

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Speaker card example and guide

With quotation.

1. The 'Quotation' text is in Arial, 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 18pt. Line Spacing is set to 'Single', Character Spacing is set to 'Condensed' by '0.5'.
3. The 'Job and Title' text sits directly below the quotation and is in Arial, size 18pt. Line Spacing is set to 'Single', Character Spacing is set to 'Condensed' by '0.5'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 23) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker Name

Job title

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Speaker card example and guide

Without quotation.

1. The 'Speaker Name' text is in Arial Bold, size 60pt. Line spacing is set to 'Single', character spacing is set to 'Condensed' by '0.5'.
2. The 'Job Title' text sits directly below the quotation and is in Arial, size 36pt. Spacing 'Before' is set to '12pt', Line Spacing is set to 'Single', Character Spacing is set to 'Condensed' by '0.5'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 23) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Your logo here

Sponsor card example and guide

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

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

To export the downloaded template (please see page 23) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



Your logo here

Sponsor card example and guide

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

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Your logo here

Get priceless intelligence on MENA's mobile economy

Proud media partner

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Media card example and guide

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

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

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Your logo here

First look at 2027 previews – MENA's marketplace for connected tech

Proud media partner

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Media card example and guide

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Exhibitor card example and guide

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

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

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Exhibitor card example and guide

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I'm joining connectivity decision makers this November

Excited to attend MWC26 Doha

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Attendees example and guide

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

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8 – 10 NOVEMBER 2026

Your logo here

Heading to the premier-class connectivity event this November

Excited to attend MWC26 Doha

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Attendees example and guide

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Speaker signature

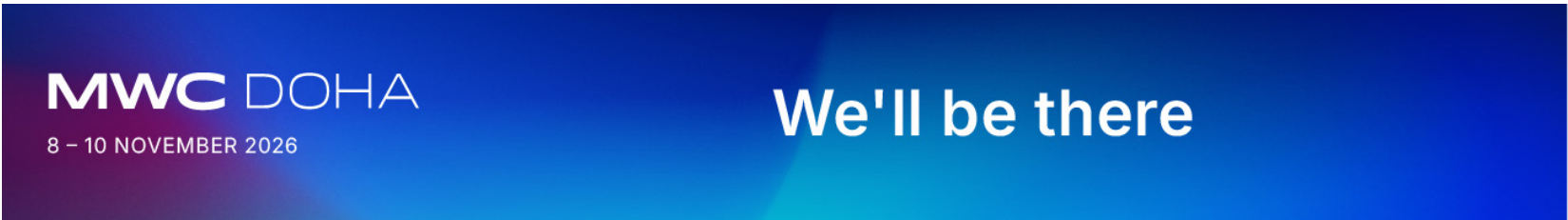


Sponsor signature

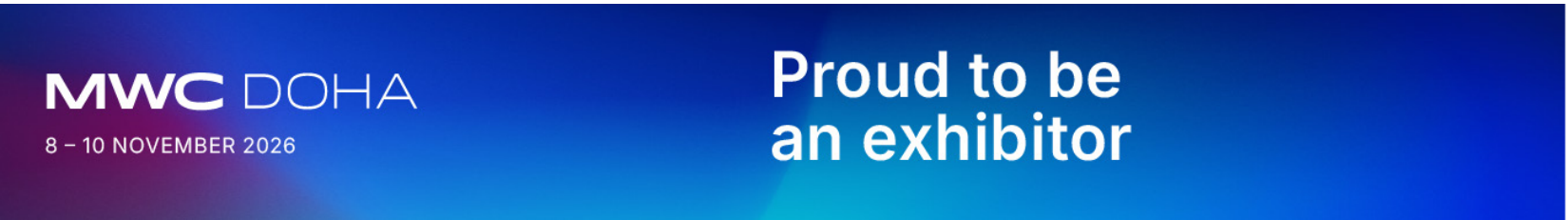


Email signatures

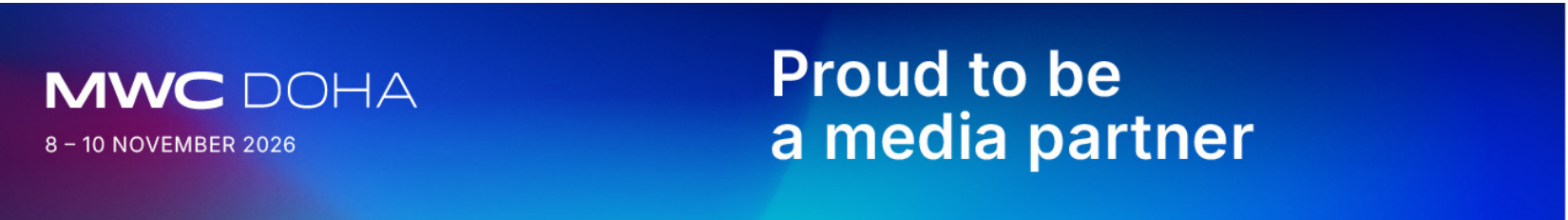
Attendees signature



Exhibitor signature



Media Partner signature





Download Package

Package Contents:

- Editable Powerpoint social card templates
- Email signatures

Downloads

This Download Package contains editable Powerpoint templates, from which you can select preferred headings and backgrounds.

Where relevant, you may further customise the social graphics by adding your speaker's name and job title, organisation's name and logo.

Get in touch should you have any questions:

brand@gsma.com