

MWC25 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, MWC25 Doha.

MWC social media channels

Hashtag:

#MWC25

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



WeChat

About MWC Doha

Qatar's National Vision 2030 is a daring blueprint for economic and societal transformation through the power of digital. What better way to sustain and build on this bold ambition than by harnessing the reach and reputation of a globally respected digital infrastructure and connectivity platform – a platform like MWC Doha.

With Qatar and the region at a crucial point of digital acceleration the time is right to bring the full weight of MWC to the Middle East. To not only showcase the leading-edge technology, thought leadership and ecosystem influence that defines the MWC name, but also focus thirty years of industry experience on advancing innovation and entrepreneurship across the entire region.

With themes and content covering the full spectrum of digital development – from 5G to AI, smart infrastructure to cloud and edge computing – MWC Doha is at the epicentre of technical excellence and the hottest ticket in town when it comes to growing your business, scaling your startup and breaking new markets.

Our event theme for 2025: Converge. Connect. Create

The global MWC event theme - Converge. Connect. Create - reflects our unmatched ability to unite the industry decision makers who matter – from disruptive founders to business leaders and entrepreneurs. All coming together to forge lifelong partnerships and get business done. MWC delivers direct access to iconic technology, key insights and the right people at the right level - with the power to bring fresh ideas to new audiences, make real change and push our industry further.

2025 thought leadership themes

Our 2025 themes apply rigorous industry knowledge to the market-driving technologies influencing growth in the region. To accelerate their potential, overcome obstacles and stimulate opportunity in the world’s most ambitious digital economy.

Themes:



Social post examples: Speakers

LinkedIn/Facebook

I'm very happy to announce I'll be speaking at #MWC25 in Doha – the region's newest and most iconic connectivity event! So you can keep pace with regional digital change, I'll be sharing my insights on the latest exciting developments in <theme name> and how your business can be first to benefit.

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

[Join me>>](#)

[Link to Register for your pass page](#)

X

Excellent news! I'm speaking at #MWC25 in Doha – the region's newest and most iconic connectivity event! I'll be sharing my latest insights on <theme name> to support the growth of MENA's next gen digital society.

[Join me >>](#)

[Link to register page](#)

Social post examples: Sponsors

LinkedIn/Facebook

Excited to sponsor #MWC25 in Doha – The MENA region’s newest and most iconic connectivity event. Ready to make lasting connections, drive business and build the digital first society.

Visit us at <sponsor area>

[Register for your pass >>](#)

X

Excellent news! We’re sponsoring #MWC25 in Doha – we’re proud to be part of creating a lasting digital legacy for the region.

[Join me at MWC Doha >>](#)

Social post examples: Exhibitors

LinkedIn/Facebook

Very happy to announce we're exhibiting at #MWC25 in Doha – the region's newest and most iconic connectivity event. We're proud to present some outstanding new solutions and services. Connect with us on the showfloor to talk all things <theme name> and discover how we can build our businesses together.

Visit us at <exhibition stand, area>

[Register for your pass >>](#)

X

Exciting news! We're exhibiting at #MWC25 in Doha – One of the first to be part of this new iconic event! We can't wait to introduce our latest innovation and talk next steps.

Social post examples: PVR/Attendees

LinkedIn/Facebook

Excited to announce (we'll / I'll) be attending #MWC25 in Doha – bringing industry vision, tech innovation and global expertise to the MENA region
Great to be first to see the next gen digital society come to life at the region's newest and most iconic connectivity event.
[Join me at MWC Doha >>](#)

X

Excited to announce (we'll / I'll) be attending #MWC25 in Doha. Can't wait to see the region's digital vision come to life at this iconic new connectivity event.

Social post examples: Media Partners

LinkedIn/Facebook

Exciting news! We've signed up as media partner at #MWC25 in Doha – to break the biggest stories on the boldest innovation, as the industry's most iconic event touches down in Doha.

With themes and content covering the full spectrum of digital development – from 5G to AI, smart infrastructure to cloud and edge computing – MWC Doha is at the epicentre of technical excellence and the hottest ticket in town. We'll be there to cover every moment.

Stay tuned at <feed>

[Register for your pass >>](#)

X

Watch this space as we cover the breaking news and groundbreaking innovation at the region's newest and most iconic connectivity event, #MWC25 in Doha – building the digital first society across MENA and beyond.

[Register for your pass >>](#)



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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25 – 26 NOVEMBER 2025

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.



Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

Name
Job and Title

REGISTER NOW



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.

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Your logo here

Here to explore three
continents of
business opportunity

Proud sponsor

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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.



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.



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Your logo here

The latest news on the next-gen digital society

Proud media partner

REGISTER NOW

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.

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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Your logo here

Your first with the tech, we're first to tell your story

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.

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Your logo here

Showcasing transformative tech in MENA's digital playground

Proud exhibitor

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Exhibitor card example and guide

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

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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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Your logo here

Here to connect and partner with the region's key players

Proud exhibitor

REGISTER NOW

Exhibitor card example and guide

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

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Ready to discover a global gateway to regional digital development

Excited to attend MWC25 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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Your logo here

Here to explore technology that empowers every citizen

Excited to attend MWC25 Doha

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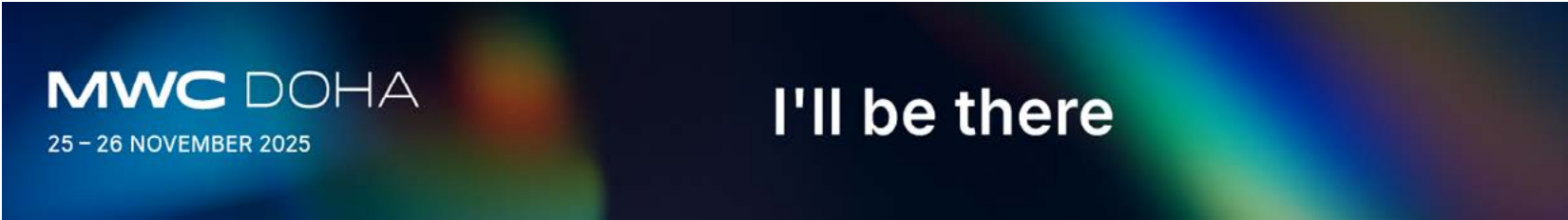
Attendees example and guide

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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 signature



Sponsor signature



Email signatures

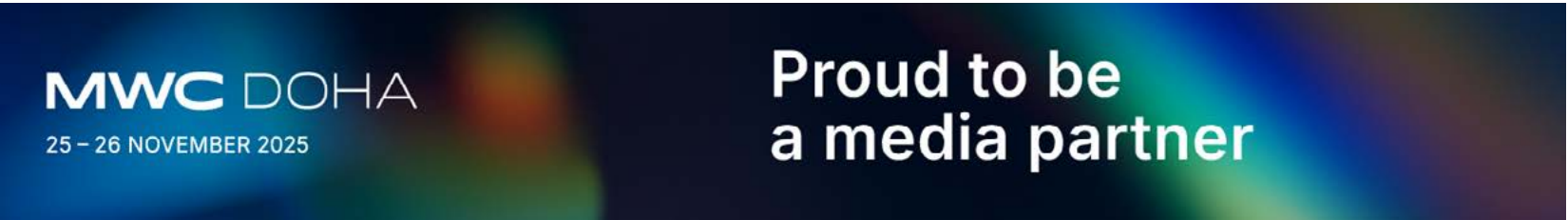
Attendees signature



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