

MWC26 Doha

Social Media Selling Kit

MWC26 Doha Social Selling Kit

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.

MWC social media channels

**Hashtag – must always
appear in post copy:**
#MWC26

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

WhatsApp:
[whatsapp.com/channel/
0029Vb5YgUqG8I5DG0PXWU11](https://whatsapp.com/channel/0029Vb5YgUqG8I5DG0PXWU11)



WeChat

About MWC26 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:



AI In Action
How embedded intelligence is transforming industries, redefining work and enabling new business models, delivering tangible outcomes that make a difference.



Intelligent Economies
How nations are harnessing the power of technology to ensure fair and sustainable value creation, and competitive, inclusive economies for the future.



Connected Infrastructure
How next-gen infrastructure delivers performance, resilience and security at scale, unlocking new value through more efficient, sustainable and programmable systems.

Social card graphic examples: Speakers

Copy guide for the editable
templates provided in the
Download Package on page 30.

Option 1:

<Editable field – Speaker's Name>

Experience the power of connection

(Dates, MWC logo)

Option 2:

<Editable field – Speaker's's Name>

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

(Dates, MWC logo)

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 card graphic examples: Sponsors

Copy guide for the editable
templates provided in the
Download Package on page 30.

Option 1:

<Editable field – Speaker's Name>

**Innovation starts with
a single conversation**

Official sponsor

(Dates, MWC logo)

Option 2:

<Editable field – Speaker's's Name>

**Turning vision into digital
success stories**

Proud sponsor

(Dates, MWC logo)

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 card graphic examples: Exhibitors

Copy guide for the editable
templates provided in the
Download Package on page 30.

Option 1:

<Editable field – Speaker's Name>

**Meet us where MENA's mobile
economy does business**

Proud exhibitor

(Dates, MWC logo)

Option 2:

<Editable field – Speaker's's Name>

**Strategy. Innovation. Delivery.
Supporting MENA's national visions**

Proud exhibitor

(Dates, MWC logo)

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 card graphic examples: Attendees

Copy guide for the editable
templates provided in the
Download Package on page 30.

Option 1:

<Editable field – Speaker's Name>

**I'm joining connectivity decision
makers this November**

Excited to attend MWC26 Doha
(Dates, MWC logo)

Option 2:

<Editable field – Speaker's's Name>

**Heading to the premier-class
connectivity event this November**

Excited to attend MWC26 Doha
(Dates, MWC logo)

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 card graphic examples: Media Partners

Copy guide for the editable
templates provided in the
Download Package on page 30.

Option 1:

<Editable field – Speaker's Name>

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

Proud media partner

(Dates, MWC logo)

Option 2:

<Editable field – Speaker's's Name>

**Get priceless intelligence
on MENA's mobile economy**

Proud media partner

(Dates, MWC logo)

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.



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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.



“

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ex ea commodo. Duis aute irure dolor in dolore eu fugiat nulla pariatur.”

Name

Job and Title

#MWC26

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 30) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker Name

Job Title

#MWC26



Speaker card example and guide

Without 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 30) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Insert what you're talking about or the name of your talk

Speaker Name
Job Title

#MWC26

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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 30) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

DOHA
8 – 10 NOVEMBER 2026

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 30) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

TURNING VISION INTO DIGITAL SUCCESS STORIES

Proud sponsor

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MWC[™]
GSMA

DOHA
8 – 10 NOVEMBER 2026

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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INNOVATION STARTS WITH A SINGLE CONVERSATION

Official sponsor

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Your logo here

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.

To export the downloaded template (please see page 30) 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.

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

To export the downloaded template (please see page 30) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



DOHA
8 – 10 NOVEMBER 2026

Your logo here

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.

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

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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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Your logo here

GET PRICELESS INTELLIGENCE ON MENA'S MOBILE ECONOMY

Proud media partner

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Media partner 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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DOHA
8 – 10 NOVEMBER 2026

FIRST LOOK AT 2027 PREVIEWS – MENA'S MARKETPLACE FOR CONNECTED TECH

Proud media partner

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Media partner card example and guide

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

To export the downloaded template (please see page 30) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker signature

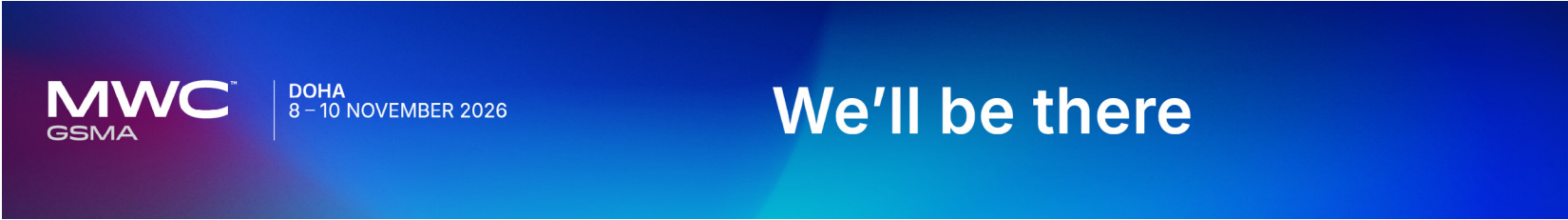


Sponsor signature



Email signatures

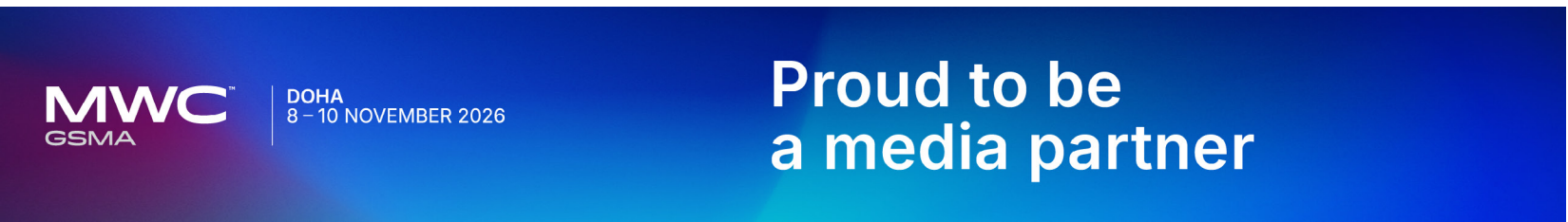
Attendees signature



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