

MWC Barcelona 2025

Social Media Selling Kit

What is this 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.

MWC social media channels

Hashtag:

#MWC25

Follow the event at:

X: twitter.com/MWCHub

Facebook: facebook.com/gsma

LinkedIn: linkedin.com/company/gsma/

Instagram: instagram.com/gsmaonline

About MWC Barcelona 2025

As the world's largest and most influential connectivity event, MWC is the global intersection of business leadership, digital innovation and social policy – the one show that convenes the entire connected technology ecosystem.

It's where we experience the debate, demos and disruptive ideas that define the relationship between technology, industry and society, helping them work better together for the benefit of all.

This year, we're expecting over 100,000 attendees, including leaders from top global companies, international governments and trailblazing tech businesses.

Our theme for 2025: Connect. Converge. Create.

This year's theme captures the event's unique ability to influence policy, business and innovation, as it's the only place that brings together everyone, from startup founders to presidents, all under one roof.

It also forms the backbone of the conference themes, which highlight this year's big tech topics and how they affect business, industry and society.

So, get ready to experience this unique opportunity as leaders of business, nations and technology converge to connect and create together.

2025 themes and topics

Expert insight on this year's key topics, so you're ahead of the next phase, empowering you to create and capitalise on new opportunities.

Themes:

5G
INSIDE

AI+

CONNECT
X

DIGITAL
DNA

▶▶▶▶
ENTERPRISE
REINVENTED

GAME
CHANGERS
⚡

Social post examples: Speakers

LinkedIn/Facebook

I'm thrilled to announce that I'm speaking at #MWC25 - on the connectivity industry's most influential stage!

Catch my expert insights on <theme name> to help you create and capitalise on 2025's opportunities.

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

[Register for your pass >>](#)

X

Thrilled to be speaking at #MWC25 - on the connectivity industry's most influential stage!

Come and hear my insights on <theme name> to help you capitalise on 2025's opportunities.

[Register for your pass >>](#)

Social post examples: Sponsors

LinkedIn/Facebook

Thrilled to announce we're a sponsor at #MWC25 - the world's largest and most influential connectivity event. Come and discover our latest <ideas/demos/thought leadership>. Looking forward to connecting and discussing exciting new opportunities.

Visit us at <sponsor area>

[Register for your pass >>](#)

X

Excited to sponsor #MWC25 - the world's largest and most influential connectivity event. Looking forward to discussing exciting new opportunities that will define the next 12 months and beyond!

[Register for your pass >>](#)

Social post examples: Exhibitors

LinkedIn/Facebook

Thrilled to announce we're exhibiting at #MWC25 - the world's largest and most influential connectivity event. Come and experience our latest innovation in <insert technology>. Looking forward to connecting and creating huge opportunities for 2025!

Visit us at <exhibition stand, area>

[Register for your pass >>](#)

X

Excited to exhibit at #MWC25 - the world's largest and most influential connectivity event. Looking forward to revealing our latest innovation using <insert technology> and discussing new opportunities for 2025.

[Register for your pass >>](#)

Social post examples: Attendees

LinkedIn/Facebook

Excited to announce (we'll / I'll) be attending #MWC25. Can't wait to see all the innovation, insights and networking across technology, policy and industry.

[Register here >>](#)

Excited to announce (we'll / I'll) be attending #MWC25. Looking forward to connecting with everyone from startup founders to global brand leaders at the world's largest and most influential connectivity event.

[Register here >>](#)

I'm going to #MWC25 to find out where technology, industry and policy is headed.

Miss out on MWC25 Barcelona, miss out on the next 12 months!

[Register here >>](#)

X

Excited to announce (we'll / I'll) be attending #MWC25. Looking forward to connecting with everyone in the world of connected technology, from big industry players to small disruptors.

[Register here >>](#)

Social post examples: Media Partners

LinkedIn/Facebook

Excited to announce we're a media partner at #MWC25 – the world's largest and most influential connectivity event.

It's the one place that the influencers and experts across digital innovation, policy and industry come together to define the future of connected technology – from responsible AI and the usage gap to circular business models. We can't wait to share all the big-name speakers, major talking points and eye-opening exhibits on the showfloor.

Stay tuned at <feed>

[Register for your pass >>](#)

X

Stay tuned as we reveal the big-name speakers, major talking points and eye-opening exhibits from #MWC25 – the world's largest and most influential connectivity event.

[Register for your pass >>](#)

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

MWC25

EXPERIENCE THE POWER OF CONNECTION

REGISTER NOW

Generic social post card example

With MWC25 Experience The Power of Connection background.

To export the downloaded template (please see page 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

MWC25

EXPERIENCE THE POWER OF CONNECTION

REGISTER NOW

Generic social post card example

With MWC25 Experience The Power of Connection background.

To export the downloaded template (please see page 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC
GSMA

BARCELONA
3 - 6 MARCH 2025

“

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 Regular size 30pt. 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 20pt. Line Spacing is set to 'Single'.
4. Replace the example photo image with your own.

To export the downloaded template (please see page 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC
GSMA

BARCELONA
3 - 6 MARCH 2025

Speaker Name

Job title



REGISTER NOW

Speaker card example and guide

Without quotation.

1. The 'Speaker Name' text is in Gotham Medium, size 64pt. 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 Gotham Book, size 36pt. 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

**Join us for hundreds
of new opportunities,
all under one roof**

Proud to be a sponsor

REGISTER NOW

Your logo here

Sponsor card example and guide

There are two headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC
GSMA

BARCELONA
3 - 6 MARCH 2025

**Join us and everyone
who's anyone in the
connectivity industry**

Proud to be a sponsor

REGISTER NOW

Your logo here

Sponsor card example and guide

There are two headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

Hear the connectivity industry's biggest stories – as they happen

Proud to be a media partner

REGISTER NOW

Your logo here

Media card example and guide

There are two headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

Hear the latest announcements from leaders of nations and business

Proud to be a media partner

REGISTER NOW

Your logo here

Media card example and guide

There are two headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

Join us for groundbreaking innovations in connected technology

Proud to be an exhibitor

REGISTER NOW

Your logo here

Exhibitor card example and guide

There are two headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC[™]
GSMA

BARCELONA
3 - 6 MARCH 2025

Your logo here

Join us to explore our latest
innovation in **<insert here>**

Proud to be an exhibitor

REGISTER NOW

Exhibitor card example and guide

There are two headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC
GSMA

BARCELONA
3 - 6 MARCH 2025

Your logo here

From founders to presidents, all under one roof

Proud to be attending MWC Barcelona 2025

REGISTER NOW

Attendees example and guide

There are three headlines to choose from in the templates plus one template to input your own headline, 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 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

MWC
GSMA

BARCELONA
3 - 6 MARCH 2025

Meet everyone who's anyone in the connectivity industry

Proud to be attending MWC Barcelona 2025

REGISTER NOW

Your logo here

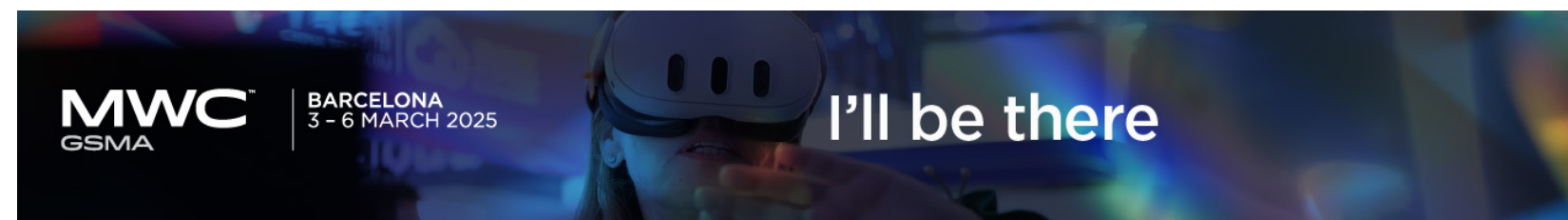
Attendees example and guide

There are three headlines to choose from in the templates plus one template to input your own headline, please choose the appropriate example.

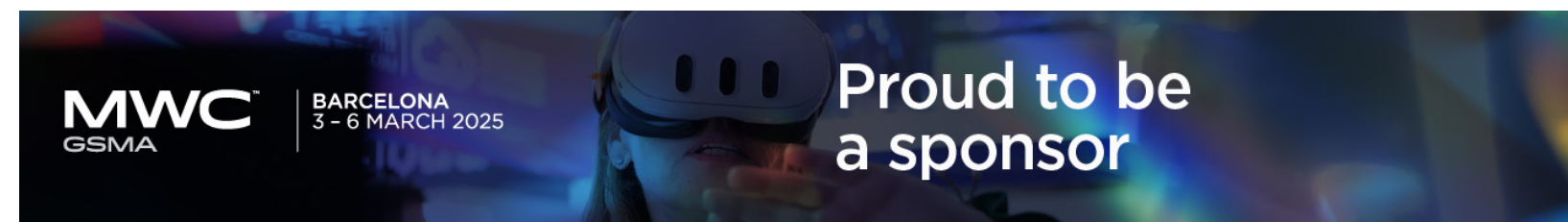
1. Insert company logo top right no bigger than 80% the size of the MWC logo.

To export the downloaded template (please see page 22) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker signature

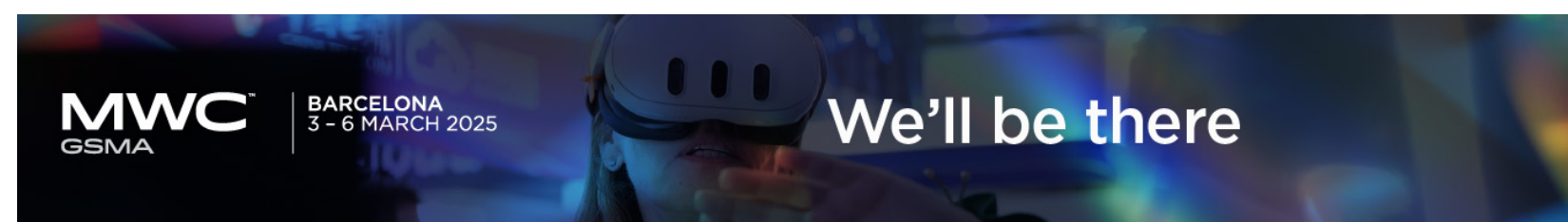


Sponsor signature

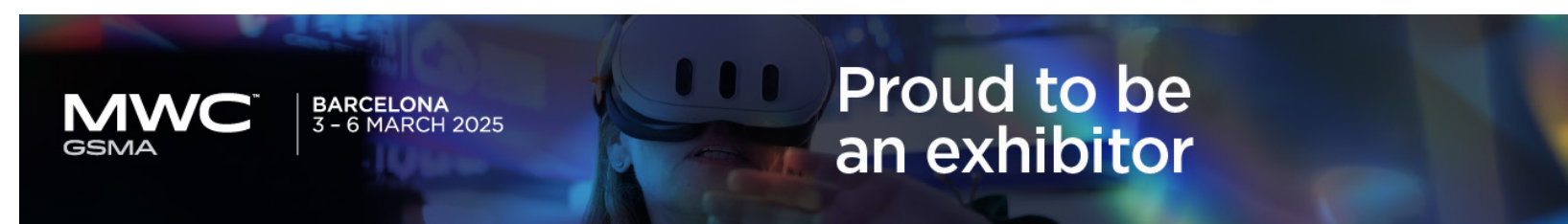


Email signatures

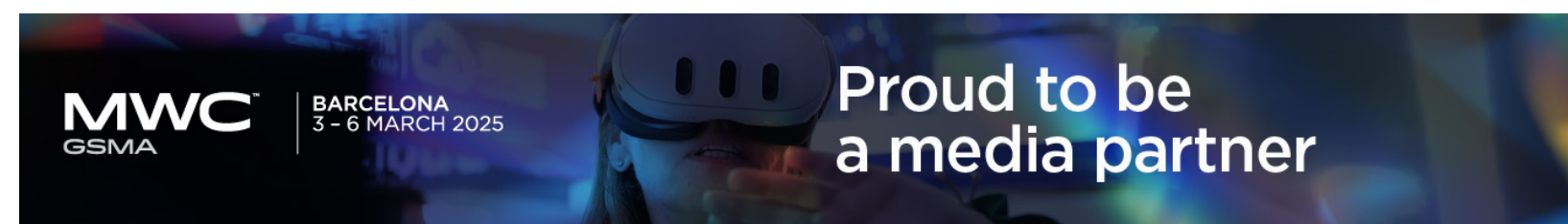
Attendees signature

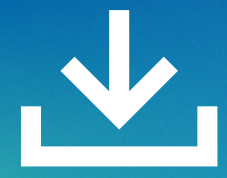


Exhibitor signature



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