

MWC26 Barcelona

Social Media Selling Kit

MWC26 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 – MWC26.

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

About MWC26 Barcelona

At MWC26 Barcelona, we're bringing the connectivity world's most influential decision makers, policy makers and business leaders together in one place. As AI, intelligent connectivity and automation reshape industries, economies and societies, what happens here will set the agenda for the year ahead – and beyond.

With visionary thought leaders, innovations with cutting-edge technologies and global networking opportunities, this is where industries meet to drive the next wave of digital transformation.

Most importantly, this is where business gets done – from billion-dollar deals to breakthrough partnerships that define the future. So, if you're in business, this is where you need to be. We're building on last year's huge success to bring you even greater opportunities at MWC26 Barcelona. Make sure you're part of it.

Our event theme for 2026:

The IQ Era

As we embrace a new age of intelligence, the way to a better future is through smarter connection: human ideas leading tech innovation, commercial impact and societal progress.

The IQ Era is a vision of how good tomorrow can be when we harness the collective knowledge of our mobile ecosystem – collaborating across technologies, industries and continents.

MWC is the catalyst. The only place that unites the biggest brains, brands and breakthroughs. Creating a unique platform to lead this new age of connected intelligence: The IQ Era.

2026 conference themes



AI4Enterprise

Transforming businesses, unlocking enterprise growth through data-driven intelligence and automation.



AI Nexus

Shaping the future with responsible AI evolution. Exploring AI innovation, ethics and human collaboration.



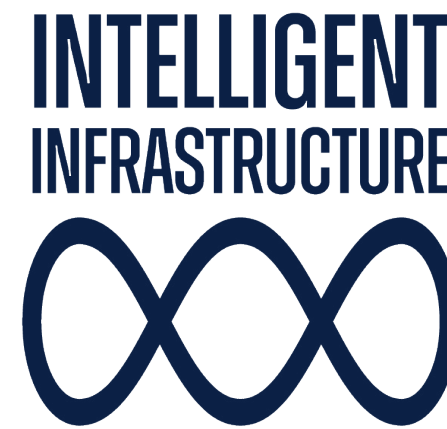
ConnectAI

AI for Telco & Telco for AI. Revolutionising telecom operations and services with AI, automation and intelligent systems.



Game Changers

Defining the future. Unveiling disruptive innovations that reshape industries and create new opportunities.



Intelligent Infrastructure

Building smarter, sustainable networks and data centres with advanced technologies and automation.



Tech4All

Driving tech sovereignty and inclusive innovation at scale, in the face of global changes and cultural shifts.

Social card graphic examples: Speakers

Copy guide for the editable
templates provided in the
Download Package on page 25.

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 pleased to announce I'll be speaking at #MWC26, joining a global roster of industry experts and innovators ready to take Barcelona by storm. I've got a fresh perspective to share on <theme name> so you can prepare your business and get ahead of what's coming next .

Come hear me at <stage name, time>.

[Register for your pass >>](#)

X

Can't wait to speak at #MWC26 – time to take Barcelona by storm with some industry-shaking ideas! Don't miss my thoughts on <theme name> so you can get ahead of what's coming next.

[Register for your pass >>](#)

Social card graphic examples: Sponsors

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field – Sponsor's Logo>

**Join us to connect with industry
leaders, disruptors and influential
voices**

Proud to be a sponsor

(Dates, MWC logo)

Option 2:

<Editable field – Sponsor's Logo>

**Join us to make lifelong
partnerships and get business done**

Proud to be a sponsor

(Dates, MWC logo)

Option 3:

<Editable field – Sponsor's Logo>

**Join us to connect, collaborate and
drive our industry forward**

Proud to be a sponsor

(Dates, MWC logo)

Social post examples: Sponsors

LinkedIn/Facebook:

Excited to announce we're a sponsor at #MWC26, proudly joining a global collective of ecosystem innovators and industry knowledge brokers in Barcelona. Come by for an exclusive insight into <latest project/ideas on/ demo of/thought leadership about>. Can't wait to connect and explore what we can achieve together.

Visit us at <sponsor area>

[Register for your pass >>](#)

X

Excited to sponsor #MWC26 – adding our knowledge to a global roster of industry expertise. Can't wait to connect and explore what we can achieve together.

[Register for your pass >>](#)

Social card graphic examples: Exhibitors

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field – Exhibitor's Logo>

**We're taking connected technology
in surprising new directions**

Proud to be an exhibitor

(Dates, MWC logo)

Option 2:

<Editable field – Exhibitor's Logo>

**We've got some outstanding
solutions and services to show you!**

Proud to be an exhibitor

(Dates, MWC logo)

Option 3:

<Editable field – Exhibitor's Logo>

**Our latest innovation in
<insert connected technology,
eg 5G, edge computing or AI>
is really going to shake things up!**

Proud to be an exhibitor

(Dates, MWC logo)

Social post examples: Exhibitors

LinkedIn/Facebook:

So pleased to let you know we're exhibiting at #MWC26 – as part of a showfloor packed with global tech influencers and ecosystem innovators. Visit our stand and check out our <insert technology> for yourself. Together we can make 2026 our year of acceleration and growth.

Visit us at <exhibition stand, area>

[Register for your pass >>](#)

X

Excited to exhibit at #MWC26 – on a global showfloor packed with innovation. Come by and check out our <insert technology>. Let's make 2026 our year of acceleration and growth.

[Register for your pass >>](#)

Social card graphic examples: Media Partners

Copy guide for the editable
templates provided in the
Download Package on page 24.

Option 1:

<Editable field –
Media Partner's Logo>

**Hear every industry-defining
moment as it happens**

Proud to be a media partner
(Dates, MWC logo)

Option 2:

<Editable field –
Media Partner's Logo>

**We hear the biggest stories first –
you hear them next!**

Proud to be a media partner
(Dates, MWC logo)

Option 3:

<Editable field –
Media Partner's Logo>

**You like your industry-shaking
information fresh - we make
sure of it**

Proud to be a media partner
(Dates, MWC logo)

Option 4:

<Editable field –
Media Partner's Logo>

**The latest intelligence from leaders
in tech, policy and business – as
they say it**

Proud to be a media partner
(Dates, MWC logo)

Social post examples: Media Partners

LinkedIn/Facebook:

Proud to announce we're a media partner at #MWC26 – as leaders of the connectivity ecosystem come together from around the world in Barcelona.

It's the one place where influencers and experts gather from across digital innovation, policy and industry, to define the future of connected technology – from AI Advanced to smart manufacturing, 6G futures to data-driven enterprise transformation. We can't wait to bring you all the big-name speakers, vital debate and drama from a showfloor vibrating with tech.

Stay tuned at <feed>

[Register for your pass >>](#)

X

Don't miss out as we bring you all the big-name speakers, vital debate and drama from a showfloor vibrating with tech at #MWC26 – the world's largest and most influential connectivity event.

#MWC25

[Register for your pass >>](#)

Social card graphic examples: Attendees

Copy guide for the editable
templates provided in the
Download Package on page 25.

Option 1:

<Editable field – Attendee Logo>

**From big industry players to small
disruptors, all under one roof**

(Dates, MWC logo)

Option 2:

<Editable field – Attendee Logo>

**From titans to disruptors and
everyone in between**

(Dates, MWC logo)

Social post examples: Attendees

LinkedIn/Facebook:

#MWC26 is on its way and I'll/we'll be there! There's no better place to find out how technology, industry and policy will evolve over the next 12 months. See you on the showfloor!

[Register for your pass >>](#)

X

Excited to announce (we'll / I'll) be attending #MWC26. Looking forward to meeting the top tech players and industry influencers from the connectivity ecosystem.

[Register for your pass >>](#)



Generic social post card example

With event theme background and messaging.

To export the downloaded template (please see page 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



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2 – 5 MARCH 2026



“

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

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Speaker Name

Job Title

#MWC26



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 25) 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

[Register Now](#)

#MWC26

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



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JOIN US TO CONNECT WITH INDUSTRY LEADERS, DISRUPTORS AND INFLUENTIAL VOICES

Proud to be a sponsor

Register Now

Your logo here

Sponsor card example and guide

There are four 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 25) 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

HEAR EVERY INDUSTRY-DEFINING MOMENT AS IT HAPPENS

Proud to be a media partner

Register Now

Media Partner card example and guide

There are four 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 25) 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

WE'RE TAKING CONNECTED TECHNOLOGY IN SURPRISING NEW DIRECTIONS

Proud to be an exhibitor

Register Now

Exhibitor card example and guide

There are four 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 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.



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2 – 5 MARCH 2026

Your logo here

FROM BIG INDUSTRY PLAYERS TO SMALL DISRUPTORS, ALL UNDER ONE ROOF

Proud to be attending MWC26

Register Now

Attendees card example and guide

There are six 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 25) as an image, click File... > Export > and then select either JPEG or PNG from the dropdown menu as desired.

Speaker signature

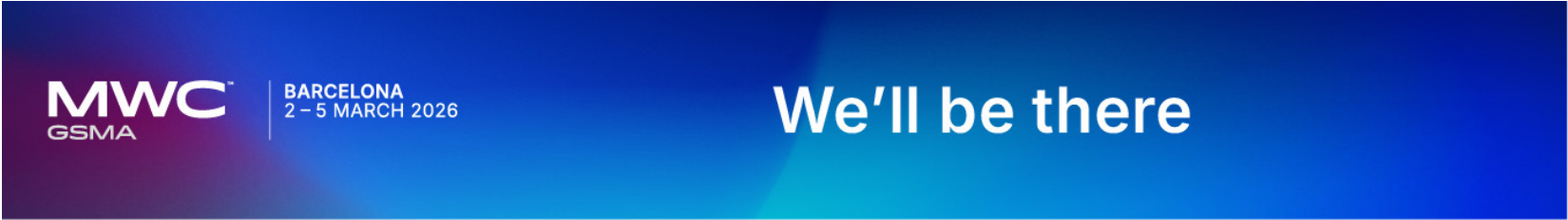


Sponsor signature



Email signatures

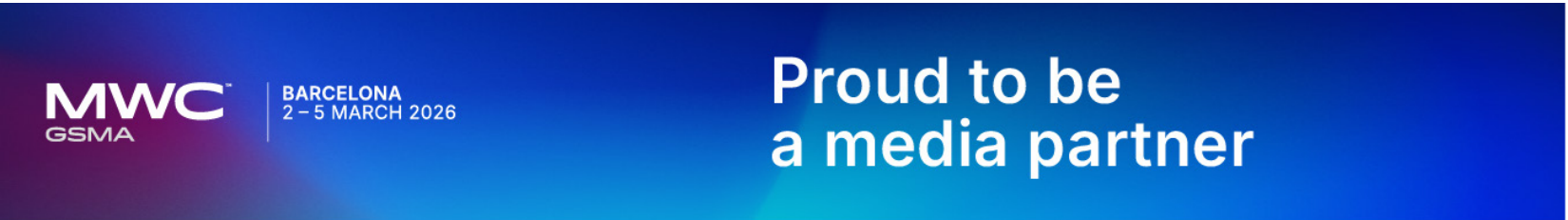
Attendees signature

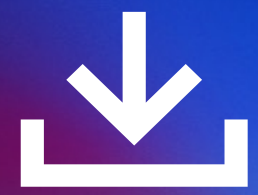


Exhibitor signature



Media Partner signature





Download Package

Package Contents:

- Editable 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