

25-28 February 2019

Date: 25-28 February 2019

Location: Fira Gran Via, Barcelona, Spain

Website: www.mwcbarcelona.com

2019 Event Narrative & Names

MWC Rebrand and Event Theme

As our industry has evolved, Mobile World Congress has become more than mobile. We are rapidly moving to a world where mobile will connect everyone and everything, but at the same time, we are expanding our reach beyond mobile.

The theme of this year's event is 'Intelligent Connectivity' - the term we use to describe the powerful combination of flexible, high-speed 5G networks, the Internet of Things (IoT), artificial intelligence (AI) and big data. Intelligent connectivity marks the beginning of a new era defined by highly contextualised and personalised experiences, delivered as and when you want them. This is the future of our industry and our world.

In order to accurately reflect this new era, beginning in 2019, Mobile World Congress will be referred to as MWC19 Barcelona. The new event brand retains the familiar acronym, while placing less emphasis on 'mobile' to reflect the broadening scope of communications today.

Event Theme Narratives:

INTELLIGENT CONNECTIVITY

We are entering the era of Intelligent Connectivity - Where speed, convenience, and intelligence converge; inspiring innovations that keep us connected to everything and everyone.

An era defined by highly contextualised and personalised experiences, delivered when and where you want them.

Join us for MWC19 to explore how Intelligent Connectivity will shape the future of our digital experiences, our industry and our world.

Event Theme Narrative, Short:

25-28 February 2019

We are entering an era of Intelligent Connectivity - Where speed, convenience, and intelligence converge in highly contextualised and personalised experiences, delivered when and where you want them.

Join us, 25-28 February 2019 to explore how Intelligent Connectivity will shape the future of our digital experience.

DESCRIPTION | 135 words:

We are entering the era of Intelligent Connectivity - Where speed, convenience, and intelligence converge; inspiring innovations that keep us connected to everything and everyone.

An era defined by highly contextualised and personalised experiences, delivered when and where you want them.

Join us 25-28 February 2019 in the Mobile World Capital, Barcelona, to discover how Intelligent Connectivity will shape the future of our digital experiences, our industry and our world.

This annual event provides a unique platform for business opportunities and relationship-building. MWC Barcelona 2019 will include over 2,400 exhibitors, showcasing the latest innovations; a world-class conference featuring inspiring keynotes and discussions; one of a kind networking opportunities; and the annual Global Mobile Awards ceremony, which recognises leading mobile solutions and initiatives around the world.

Visit www.mwcbarcelona.com to learn more.

DESCRIPTION | 100 Words:

We are entering the era of Intelligent Connectivity - Where speed, convenience, and intelligence converge; inspiring innovations that keep us connected to everything and everyone.

Join us 25-28 February 2019 in the Mobile World Capital, Barcelona, to discover how Intelligent Connectivity will shape the future of our digital experiences, our industry and our world.

MWC Barcelona 2019 provides a unique venue for industry business opportunities and relationship building, with an exhibition showcasing 2,400 companies; a world-class conference featuring inspirational keynotes; industry leading networking; and the annual Global Mobile Awards ceremony celebrating mobile solutions and initiatives.

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Learn more at www.mwcbarcelona.com

DESCRIPTION | 75 Words:

MWC Barcelona 2019 is where over 100,000 of the tech industry's innovators and influences will gather to explore how Intelligent Connectivity will shape the future of our digital experiences, our industry and our world.

MWC19 will include an outstanding exhibition; a thought-leadership conference; one-of-a-kind networking opportunities; and the Global Mobile Awards, which recognise mobile innovation. Join us in Barcelona, 25-28 February 2019.

Learn more at www.mwcbarcelona.com

DESCRIPTION | 50 Words:

MWC Barcelona 2019 is where over 100,000 of the tech industry's innovators and influences will gather to explore how Intelligent Connectivity will shape the future of our digital experiences, our industry and our world.

Join us 25-28 February 2019! Learn more: www.mwcbarcelona.com

DESCRIPTION | 25 Words:

MWC Barcelona 2019 is the event for industry networking, ideas & collaboration. Join us to explore how Intelligent Connectivity impacts our digital experiences, our industry, and our world.

Follow the GSMA & MWC18 on Social Media:

LinkedIn:

GSMA: <https://www.linkedin.com/company/12380/>

MWC: <https://www.linkedin.com/showcase/9212901/>

Facebook:

GSMA: <https://www.facebook.com/gsma/>

MWC: <https://www.facebook.com/mobileworldcongress/>

Twitter | @GSMA:

GSMA: <https://twitter.com/GSMA>

Hashtag: #MWC19

Starting the Conversation - 2019 MWC Name Change

MWC Barcelona 2019



**INTELLIGENT
CONNECTIVITY**

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Official name of the event, to be used as the first mention in all written or digital communications.

Always include the year with the first reference in collateral or communications that are specific to the annual event.

Correct: MWC Barcelona 2019 is the industry event of the year.

Incorrect: Mobile World Congress 2019 Barcelona is the industry event of the year.

Incorrect: The 2019 MWC Barcelona is the industry event of the year.

After the first mention, use 'MWC' paired with the two-digit year of the event: 'MWC19, MWC20, etc.' This can be paired with the city name where it is appropriate for space and context; 'MWC19 Barcelona.' For written copy on the event web site, use 'MWC 19' (with a space between the abbreviation, and the year) for search engine optimization.

Correct: MWC19 is where the mobile industry connects.

Correct: MWC19 Barcelona is where the mobile industry connects.

Incorrect: The Barcelona MWC19 is where the mobile industry connects.

When referring to the event in general, without a reference to the year or annual theme, use 'MWC Barcelona' as the first mention, and after, simply 'MWC.'

Example: MWC Barcelona is presented annually by the GSMA.