

MASTERING MWC: YOUR STRATEGY BLUEPRINT

BABEL



HOW TO ACHIEVE SUCCESS AT MWC

Mobile World Congress (MWC) is one of the most important events in the B2B technology calendar. For telco leaders, it's the annual reset, a chance to set the agenda, forge critical partnerships, and gauge the direction of the industry for the year ahead.

With that being said, the sheer scale of the event means that making your brand voice heard above the racket of thousands of businesses, all vying for limited attention, can be tricky. Success at MWC is not achieved on your laps of the Fira, rather in the extensive foundation you build and the strategic planning you do in the months leading up to the event itself.

Drawing on the insights from some of Babel's senior leadership team, we've developed a guide (or Blueprint) for how telco's smartest marketers can step apart from the chaotic scramble to the top of the MWC pile, and instead implement brave and exciting strategies - steeped in research and data - that really WILL get them noticed, and crucially, remembered at this cornerstone event.



YOUR MWC BLUEPRINT: KEY TAKEAWAYS

- **Plan Early:** Success is determined months in advance. Start strategic planning in Q4 to build a solid foundation for your campaign.
- **Define Your Focus:** Identify your Ideal MWC Profile (IMWCP) to create targeted, resonant messaging that cuts through the noise.
- **Create a Hero Asset:** Develop a core piece of research or a whitepaper to anchor your campaign and generate news and content.
- **Execute and Follow Up:** Prepare spokespeople meticulously for meetings and commit to a sustained post-event nurture campaign to maximise ROI.



OCTOBER - NOVEMBER

LAYING THE STRATEGIC FOUNDATION

Yes, we really do mean start now! The key to success at MWC is timing - it's no good waiting until January to start your prep - and you have to take December's downtime into consideration.

Your Q4 should be reserved for meticulous planning - ensuring that you build a solid foundation for your campaign, laddering-up to your wider business goals. This is where we realise your North Star; that which binds your organisation and ultimately, defines your metrics for success.

Here's how:



1. DEFINE YOUR IDEAL MWC PROFILE (IMWCP)

That's a lot of letters! What we mean is, before any content is created, or any meeting invitations sent, you must first answer the crucial question of who you are trying to reach. Trying to appeal to everyone will dilute your message, your brand position and ultimately be very forgettable in an environment like MWC.

Instead, think about what your MWC attendee thinks about, worries about, feels and is interested in and start by building your mini marketing strategy around them. This should go way beyond a simple job title - you need to bring this person to life. What are their firmographics? Their daily challenges? What are they reading/consuming? What keeps them awake at night?

A good IMWCP might look like:



HEADS OF INFRASTRUCTURE AT TIER-1 CSPS IN EMEA, WHO ARE CURRENTLY CHALLENGED BY THE COMPLEXITY OF OPEN-SOURCE NETWORK INTEGRATION AND ARE LOOKING FOR SOLUTIONS THAT PROMISE BOTH COST EFFICIENCY AND SECURITY.

Nailing your IMWCP early will allow you to carefully tailor each piece of content and every interaction for maximum impact in the build up to the show. Remember, it's okay to be specific, you can't be everything to everyone, all of the time.

2. REVISIT YOUR BRAND POSITIONING AND MESSAGING

You probably already have a positioning statement and messaging but because MWC is big enough to create its own orbit and microclimate, we suggest revisiting these and creating something fresh to really resonate with your clearly defined IMWCP. Your brand positioning statement should clearly articulate:

- Who you're targeting
- What you're positioning to that audience (brand, solution, or product)
- What the alternatives are (your competitors or the status quo)
- What makes your offering different and distinctive from the others

Try to avoid being **"salesy."** A great positioning statement leverages your **"benefits ladder,"** moving beyond rational justification for purchase, to addressing the emotional needs of your target persona (your IMWCP). For example, instead of simply saying your product **"improves network security"** (a rational feature), you can climb the ladder to say it **"provides peace of mind for CISOs"** (an emotional benefit).

Your broader PR and marketing messaging should align perfectly with this positioning, ensuring that you remain on-brand and continue to develop your story to fully resonate with your target audience. Keeping consistent across your platforms, even when preparing for an event like MWC is crucial - every message should reinforce your core narrative, to create unforgettable brand presence.

3. BE SMART

As Tony Robbins said, "setting goals is the first step in turning the invisible into the visible." In other words, making your brand headline news at MWC starts with SMART objectives. Showcasing at MWC is a significant investment and it deserves clear, measurable goals. Using SMART goal setting will help you to define your objectives properly and remain accountable. For example:

- **Specific:** Instead of the broad goal of "get media coverage," aim for, "secure five top-tier media briefings with UK and US outlets that cover the telecommunications market."
- **Measurable:** Rather than saying "increase leads," set a target like "increase 'contact us' requests from security professionals in the telco industry by 10% post-MWC."

- **Achievable:** Ensure your objectives are realistic based on your team's resources and your brand's existing market position. Some brands prefer to draw in additional support for the build up to key events like MWC - at Babel, we conduct many projects like this to fully prepare brands to get the most from their event investment.
- **Relevant:** Tie your MWC goals directly back to your overall business objectives for the year. This is crucial for that all-important consistency.
- **Timeline:** Set clear deadlines for all your activity; including, planning, set-up and post event follow-up.

JANUARY-FEBRUARY

BUILDING AWARENESS AND SECURING ENGAGEMENT

The new year is when you harvest the fruit of your hard work. Strategic foundation becomes tactical execution. The aim at this stage is to build momentum and ensure your brand remains front-of-mind for your IMWCP, before they even arrive in Barcelona.

Practically speaking, this is where you create and distribute the content that generates interest and clears the way for meaningful engagement with your target audience.



1. CREATING YOUR HERO

A hero piece of content, such as a whitepaper or research report, is the engine-room of your pre-event build-up. It's the headline from which the rest of your PR and marketing activity cascades.

- **Research:** Consider commissioning a small industry survey or leveraging your own internal data to uncover unique insights. For instance, a survey on the state of 5G standalone adoption, or the impact of AI on network architecture can generate fresh, newsworthy headlines and be of more interest to your IMWCP than retreading old ground.
- **Messaging:** Your whitepaper should align with the positioning you've developed, addressing the challenges of your IMWCP. It's the vehicle by which you position your brand as an expert problem-solver.

- **Purpose:** The content generated from your whitepaper can be sliced and diced for multi-purposes - blogs, social posts, video snippets and PR announcements - the list is endless.

While it can be tempting, **do not gate this content.** This is one measurement opportunity you need to forgo. The objective at this stage is awareness, not lead capture.

Make it easy to access and share, with a clear call-to-action (to book a meeting at MWC). This allows your target audience to consume your valuable content without friction or obligation.

2. MASTER MEDIA AND ANALYST OUTREACH

Now, this is central to your success at MWC and mustn't be an afterthought - the media is your key to MWC and can work brilliantly in your favour, if you harness its power effectively.

→ **Announcements:** We all love a good 'splash' but don't leave it until the show. That's what everyone does and as a result your message loses power and resonance. Instead, release your major announcements a few weeks beforehand. This allows journalists to cover your news in their MWC preview coverage and you can offer on-site briefings as a follow-up - a win win.

→ **Analyst Relations:** If you thought MWC was busy for you, think again. Imagine being an analyst! The best advice here is to begin analyst outreach early, ideally in December. Analysts like Peter Jarich and Matthew Bloxham start booking their meetings well in advance and are always keen to see what interesting things are happening on the periphery of the industry, not just with the big players.

→ **Media Briefings:** Similarly, journalists are normally keen to hear compelling angles and breaking announcements early doors. Starting in January, be prepared to go to them with your big news, offers of exclusivity (demos and the like) and give them access to your top dogs and their commentary on topical industry developments.

Of course, if you have an agency on board they should cover much of the heavy lifting for you. Starting even further back, the deep relationships that agencies nurture over years with journalists and analysts, set brands in the best place for receiving the coverage they deserve at events like MWC.



3. HOUSEKEEPING

MWC is teeming with competitors, meaning that consistency and distinctiveness are your most powerful allies.

→ **Build a landing page:** Creating a specific MWC landing page on your website to serve as the hub for all your event-related content will act as a resource for both tracking and organisation. This page should be visually pleasing, fully branded and streamline your content to allow visitors to book meetings easily.

→ **Messaging and Visuals:** Every asset, from social media carousels to your physical stand, should be visually consistent and branded. Test your messaging and visuals early in the year through social ads to see what resonates. It's also best practice to sanity check any changes with your team (especially your sales team). Consistent branding builds memory structure, so that when a prospect sees your stand, it prompts familiarity and recognition. This is where your brand's unique "look and feel", from colour palettes to distinctive logos and fonts, becomes a powerful tool.

FEBRUARY & MARCH

MAXIMISING REAL-TIME ENGAGEMENT & POST-SHOW MOMENTUM

1. DURING MWC - SPRINT TO THE FINISH

With the groundwork laid, your time in Barcelona is for execution and engagement (and yes, a lot of networking too).

→ **On-site Content:** Social media video series, wrap-up blogs, or a live podcast on your stand are always crowd-pleasers. This not only engages your audience but also creates valuable assets for post-show use. More gimmicky tactics can also work at this point, for example, branding up coffee cups, cupcakes and anything else that might get marched proudly around the Fira for all to see.

→ **Meeting Management:** Fully equipping your spokespeople with a thorough brief, talking points and proper guidance will help your meetings and briefings to run smoothly. The conversations you're holding at MWC are not just about landing a pre-written press release; they're about building lasting relationships.



STAGE THREE: POST-MWC

Your follow-up is everything! MWC doesn't end when the doors close. The real value will come after.

- **Analyse and follow-up:** Gather feedback from media and analysts to inform your strategy for next year. Follow-up with every meeting attendee, every new contact made and every business card exchanged - ensuring they have all the information they need to convert your briefing into a report or a story.
- **Nurture campaigns:** Use the contact information gathered from stand visitors and your MWC landing page to run targeted email nurture campaigns. Feed in the great content you created during the event (blogs, case studies, videos) and continue to reinforce your brand's value in topical industry conversations.

It can feel tedious and unrewarding but this sustained effort is crucial - the B2B buying cycle is a long one and prospects may not be ready to act for months. Staying front of mind in this way will ensure that you're one of the top three they think of when they reach the point of purchase.

- **Sustained momentum:** Keep your MWC landing page live, leveraging it for SEO. Continue to create content around the key themes you've owned - as we said, the telco B2B purchase cycle can be slow, so it's crucial to keep showing-up.

FINAL PEP TALK

MWC is a marathon, not a sprint. The brands that win are not the ones with the biggest stand, but the ones with the most thoughtful, strategic and agile plan, put into motion months before the event itself. By laying a solid foundation, executing a unified campaign and committing to a sustained post-event follow-up, you can ensure your MWC investment delivers long-term, measurable returns.

If you're looking for a partner with deep experience and a proven track record in B2B tech and positioning brands to get the most from MWC, Babel's team of experts is here to help you turn your boldest ideas into your safest bets yet.

