

THE IMWCP CHEAT SHEET:

DEFINING YOUR MWC TARGET

The Golden Rule: You cannot be everything to everyone. Trying to appeal to the entire Fira will dilute your message. Use this sheet to define your Ideal MWC Profile (IMWCP) - the specific person you need to reach to make this event a commercial success.

PART 1: THE “WHO” (FIRMOGRAPHICS)

Don't just list a job title. Be specific about the type of organisation and their specific role within it.

Target Job Titles:

Company Tier/Type: (e.g., Tier-1 CSP, MVNO, Private Network Operator)

Target Geography: (e.g., EMEA, North America, Global)

PART 2: THE “WHY” (PSYCHOGRAPHICS)

Bring this person to life. What is happening in their world right now?

The “Insomnia” Test: What is the single biggest problem keeping them awake at night?

Daily Challenges: What operational or strategic hurdles do they face every day?

Media Habits: What are they reading or listening to? (e.g., Light Reading, TelecomTV, specific analyst reports)

PART 3: THE “BENEFITS LADDER” (POSITIONING)

Move from rational features to emotional benefits to differentiate yourself from the noise.

Rational Benefit: What does your product/solution technically do? (e.g., improves network security)

Emotional Benefit: How does that make the buyer feel? (e.g., provides peace of mind for CISOs)

The Alternative: Who are they currently using, or what is the “status quo” we are fighting against?

PART 4: THE IMWCP STATEMENT BUILDER

Combine your answers above into a single, focused statement to guide your MWC strategy. (See example below).

“We are targeting [Job Titles] at [Company Type]
in [Region], who are currently challenged by [The Problem]
and are looking for solutions that promise [Emotional/Strategic Benefit]”