



Mastering MWC 2027: Your Strategy Blueprint

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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.

Babel conducted a media audit of 45 Tier 1 publications after MWC 2026 to understand how they reported about MWC. **It showed that AI alone generated over 1,500 distinct mentions, more than triple the coverage of 5G.** In a market flooded with generic vendor claims, making an announcement is no longer enough to guarantee media interest.

At the same time, the B2B buying journey has fundamentally changed. Buyers now research via LLMs before ever speaking to a sales team. Babel's Mental Av-AI-lability Index found that **32% of buyers who chose a new vendor discovered them through AI tools.** To win at MWC, brands must now solve a dual challenge: building mental availability with human buyers while optimising AI availability for LLMs. That means thinking beyond simply generating visibility.

Brands need to become known for the right things, understood in the right context and consistently surfaced when buyers — human or AI-assisted — are researching a particular problem.

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 at the start of 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 or thought leadership vehicle:** 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 - December Laying the Strategic Foundation

Yes, we really do mean start early! The key to success at MWC is timing - it's no good waiting until January to start your prep - as you have to take December's downtime into consideration. As you'll see over the coming pages, there's an awful lot you need to do during Q4 to ensure that MWC is a success.

It 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, which binds your organisation and ultimately defines your metrics for success.



HERES HOW:

01/ Be SMART

As Tony Robbins said,

“Setting goals is the first step in turning the invisible into the visible.”

For brands investing significantly in MWC, the same principle applies: success starts with clear, measurable PR and marketing objectives that connect event activity to wider business goals.

MWC is a major investment of time, budget and resource, so the objective shouldn't simply be to get noticed or generate leads. The strongest programmes define what you want to change in the market, who you need to influence, and how MWC will help you achieve it.

A useful way to structure your objectives is through the SMART framework:

Specific: Define the precise PR or marketing outcome you want to achieve. Rather than simply aiming to 'generate media coverage', identify the audience, issue and competitive position you want to influence. For example, increasing share of voice against a key competitor around a topic where you have a clear point of differentiation.

Measurable: Give every objective a clear indicator of success. For PR, this could include share of voice, quality and volume of coverage, message pull-through, or engagement with priority media. For marketing, it could include qualified leads, event meetings, website engagement or increases in enquiries from a defined target audience. For example: “increase qualified enquiries from security professionals in the telecoms sector by 10% in the three months following MWC.”



October - December

Achievable: Set ambitions that are stretching but realistic, based on your current market position, audience, budget and available resources. MWC is highly competitive, so achieving cut-through often requires preparation well before the event itself. Additional PR, content or campaign support can help brands build the narrative, relationships and assets needed to maximise their investment.

Relevant: Every MWC objective should ladder back to a single overarching business or brand goal. Whether that is strengthening market leadership, entering a new market, launching a proposition, changing perceptions or generating pipeline, your PR and marketing activity should work together to move the audience towards that goal.

Time-bound: Set a clear timeframe for both activity and impact. This should extend beyond the event itself — from pre-MWC planning and audience engagement, through on-site activity and media

relations, to post-MWC follow-up, lead nurture and measurement. Define when you expect to see the desired change and when success will be assessed.



As AI becomes part of the buying journey, it is also worth asking a slightly different question at this stage: what do you want buyers — and the machines helping them research — to know you for? A brand can have high awareness and still be poorly associated with the specific problems it wants to solve. Define the category entry points, challenges or buying situations where you want your brand to enter consideration, then build your MWC programme around owning those associations.

02/ 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. Not to mention, do you no favours with the LLMs you also need to influence in your favour.

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.
- CTOs at regional telecom operators, who are currently struggling with the financial realities of flat CapEx environments and are looking for ways to maximise ROI on existing network assets.
- Network Architects at global service providers, who are sceptical of deploying expensive edge infrastructure and are looking for pragmatic, low-overhead deployment models.



October - December

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.

This specificity matters for AI visibility too. A clear buying situation gives both humans and machines a much simpler job: understanding when your brand belongs in the frame. "Connectivity" is broad; "resilient international connectivity for critical enterprise workloads" is a much clearer territory to build authority around. The same principle applies to private 5G, cloud interconnect, network automation, AI infrastructure or any other specialist proposition.



03/ Revisit your brand positioning

You probably already have an external 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 too 'salesy.' A great positioning statement moves 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 emotional benefits ladder to say it "provides peace of mind for CISOs" (an emotional benefit).

In a media environment saturated with consensus narratives, avoiding overly cautious, committee-approved messaging is essential. Consider how your company messaging ties into key industry themes - whether it's a topic like AI-RAN, satellite connectivity, Agentic AI, or automation - so you can take an original and defensible stance on the topic.



04/ Develop the thought leadership

Your brand messaging is only part of what you'll need for MWC. You also need a strong thought leadership platform to drive conversations with media and analysts, and build visibility before and after the show. Journalists are inundated with company announcements, so a distinctive industry point of view is often far more compelling.

This matters even more as buyers increasingly use LLMs to research the market. Strong thought leadership gives your brand a clear, credible voice on the issues shaping the industry - and when those ideas are consistently picked up by respected media and other authoritative sources, they can strengthen your visibility to both humans and machines.

To avoid being too 'salesy', help to educate the market on the challenges and opportunities you're seeing, while still connecting to your core proposition and expertise.

For example, a network automation company might argue that agentic AI requires a shift from rule-based workflows to autonomous systems that can understand intent, reason and act.



An AI RAN company could advocate that AI needs to be embedded directly into the RAN, rather than bolted on as another layer. A satellite connectivity company might advocate for greater standardisation around 3GPP NTN to avoid market fragmentation.

The raw material for this thinking often already exists within your business — in sales conversations, customer meetings, R&D teams and boardroom discussions. The opportunity is to extract those opinions, turn them into clear points of view, and consistently share them through bylines, interviews, commentary, research and events. That's how you build an association between your executives, your brand and the territory you want to own.

05/ Create a hero asset

You should consider creating a hero piece of content that addresses the challenges and opportunities identified in this process. 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, research into the state of 5G standalone adoption, or the impact of AI on network architecture, can generate fresh, newsworthy headlines and give your thought leadership a stronger evidence base, rather than simply retreading existing industry commentary.

October - December

Messaging: Your resulting whitepaper should be built around a clear, distinctive point of view, not simply describe your technology or the market. It should explore a genuine industry challenge or opportunity, explain why the current approach needs to change, and articulate what needs to happen next. This is where you demonstrate your expertise and position your brand as a credible voice on the issue - without turning the content into a sales pitch.

Purpose: The content generated from your whitepaper can then be sliced and diced for

multiple purposes, including blogs, social posts, video snippets, media commentary, analyst briefings and PR announcements. The list is endless.



06/ Establish a content cadence

The months leading up to MWC are vital for identifying potential announcements, customer wins, partnerships and other developments that can feed into your communications plan. Working closely with your product and sales teams to dig out these opportunities is vital. Saving all your news and announcements for the event itself just adds to the noise. Launching your most important stories a few weeks beforehand can give journalists more time to absorb their impact and actually gives you a better chance of securing coverage.

Your content plan should bring together earned media, company announcements, executive commentary, blogs, social media, your hero asset and targeted digital advertising. These shouldn't operate as separate activities; they should work together to build a consistent narrative and keep your brand visible over several months.

MWC is also one of the moments when consistency across channels really matters. Someone who sees your content in January should recognise the same company when they encounter your website, advertising or your stand in Barcelona. Make sure your messaging and visual identity carry through every touchpoint, from social posts and digital ads to emails, your website and physical stand. This is also a key component of algorithmic availability - increasing your chances of getting cited by AI. Our [recent research](#) shows that LLMs heavily reward the brands that demonstrate one consistent message across their online presence.

Use the early part of the year to test what works. A/B testing different messages and creative through paid social can help identify what resonates, while feedback from sales teams can tell you whether the positioning is landing with customers. The goal is to arrive at MWC with a proposition that is already familiar, tested and recognisable - not something you are introducing for the first time at the show.



January - February 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 engaging, 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 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.

Building awareness

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

Practically speaking, this is where you ramp up media visibility ahead of MWC. If you're waiting until the show to try to generate media coverage, it's too late. You want to be highly visible in the months running up to the event, so your target audiences are already seeing your company, executives and ideas in the media.

This is also when you road-test the thought leadership you developed in Q4. Look for opportunities to secure contributed articles, interviews and commentary, while responding quickly to breaking industry news with bold, informed opinions. This is a particularly effective way to secure coverage on issues beyond your immediate product portfolio — positioning your executives as experts on the wider industry, rather than simply spokespeople for your company.

This activity has value beyond the individual article or interview. Strong thought leadership is more likely to be referenced by journalists and incorporated into wider industry coverage, creating additional authoritative signals around the topics you want to own. Over time, that can contribute to both human recognition and AI visibility.

This is also the time to launch your hero asset, if you've developed one. You want it in the market well before MWC so that it has time to generate awareness, earn media coverage and give your spokespeople a substantive story to take into briefings with journalists and analysts. It should become a platform for further content and conversations, rather than a one-off report launch. And it should continue to drive conversation ahead, during and even after MWC.

The objective is to arrive in Barcelona with momentum already behind you. By the time MWC begins, your target media, analysts and customers should already know what you stand for, have encountered your key ideas and be interested in hearing what you have to say next.



January - February

Book in media and analyst meetings

January is the ideal time to kick-start your outreach to analysts. Many companies, including some of Babel's clients, start securing analyst meetings as early as December.

If you have access to last year's MWC pre-registration list, use it as a foundation to identify which analysts and media are likely to attend. Focus on those most relevant to your company to ensure your outreach is targeted and impactful.

Analysts aren't solely interested in major operators or equipment manufacturers - many are eager to connect with companies of all sizes. They can play a pivotal role in amplifying your message across the industry, providing valuable insights and exposure.

Analysts can also provide an important external validation layer. In an AI-assisted buying journey, third-party evidence matters: analyst commentary, independent research, customer proof and respected media coverage all help reinforce that a company is genuinely authoritative on the territory it claims.

Media outreach, on the other hand, typically picks up later. Most journalists start locking in meetings from mid-January, with some waiting until just a week or two before MWC to finalise their schedules around speaking engagements and paid opportunities. The key is to ensure your company is top of mind when they begin planning their briefings.



Keep in mind that media attendance is more limited compared to analysts. Publications like **Light Reading** and **Fierce Wireless** often send only a few journalists, so capturing their attention requires demonstrating that your company has something genuinely newsworthy - a groundbreaking announcement or an impactful industry development.

Don't limit your outreach to your core set of journalists. If your company has compelling activities or announcements tied to specific regions, you may secure briefings with local reporters or even national media in those areas. Lastly, consider offering virtual briefings for both analysts and media. Scheduling these in the weeks leading up to MWC, or shortly after the event, can still position your company to be featured in MWC write-ups, or increase your chances of securing in-depth coverage.

March and beyond

Your follow-up is everything!

MWC doesn't end when the doors close. The real value will come afterwards.

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. The telco B2B purchase cycle can be slow, so it's crucial to keep showing-up.

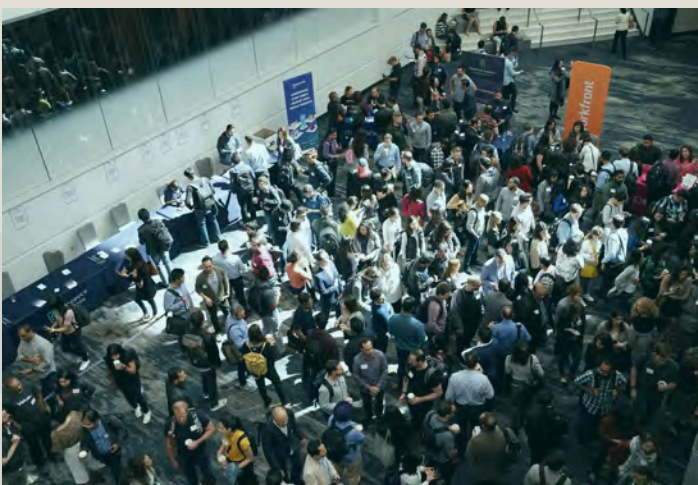


And don't think about this purely as SEO. The same content can help build visibility across search engines, trade media and LLMs. Continue creating authoritative content around the themes you have established, while making sure the supporting evidence is easy to find. Over time, this creates a stronger association between your brand and the category or buying situations you want to own.

Post-MWC is a good time to start asking a broader set of measurement questions:

- Are we appearing in the right conversations?
- Are we being associated with the right problems?
- Are AI tools retrieving us when buyers ask relevant questions?
- Are we being described accurately?
- Do we have enough third-party evidence behind those recommendations?

Share of voice still matters, but share of recommendation and the quality of the associations being built are becoming increasingly useful measures of PR effectiveness.



March and beyond

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.

Ultimately, the goal is not simply to be louder than your competitors. It is to become known for something valuable, understood in the right context and trusted enough to be chosen. And increasingly, that means being visible not only to the people making the buying decision, but to the AI systems helping them build their shortlist in the first place.

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.



Have a great MWC!

NEWBUSINESS@BABELPR.COM



BABEL

WWW.BABELPR.COM