



This exclusive briefing is aimed at helping UK companies exhibiting or visiting MWC/4YFN 2023 to maximise their presence and optimise their Rol at MWC Barcelona 2023.

It will be jointly hosted by Tradefair and XL Communications in partnership with the GSM Association and the UK Department for International Trade, at the new GSMA HQ in London, 17th November 2022.



An aerial photograph of Barcelona, Spain, showing a dense urban landscape with numerous buildings and a prominent church, the Sagrada Família, in the center. The image is used as a background for the presentation slide.

How to succeed at MWC

(how not to fail)

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Digis Squared • Enabling smarter networks
Managed Services, System Integration & Consulting



I am broken

A long time ago, my boss at the time said this to me.
We'd had a really successful MWC – a really big exhibition stand, multiple private meeting rooms, loads of demos.

And when he said this, it completely encapsulated how I felt, with utter precision.

And then he said,
"But I am not sure if that is good or bad."

And I knew exactly what he meant.
And I still don't know.
Is that good or bad?

MWC is a massive investment. You need to make the most of it. I'll share some tips and tricks to try to ensure you don't break.... But there are always better ways to do things, so please share your tips too.

1. Be prepared



Show me your socks!

These days we spend a lot of our time sat down.
You will walk 5 to 10 miles every day at MWC.
So get used to standing up, at every opportunity you can between
now and MWC. Standing up takes practice .

What helps?
Have you ever worn support tights? Now may be your chance!
And guys, you can wear support tights under trousers, no-one will
ever know.
Flight socks work too.
And your most comfortable shoes. Ideally two pairs.
Look after your feet!
(A pillow under your feet at night works wonders too.)

20
minutes
fast walk,
dodging
people
staring at
their
phones



Plan ahead.
It's further than you think.
The MWC App helps with directions.
Factor it in when you're arranging meetings –
for yourself, and those meeting you.
The skywalk – the central spine on the upper
level – helps.

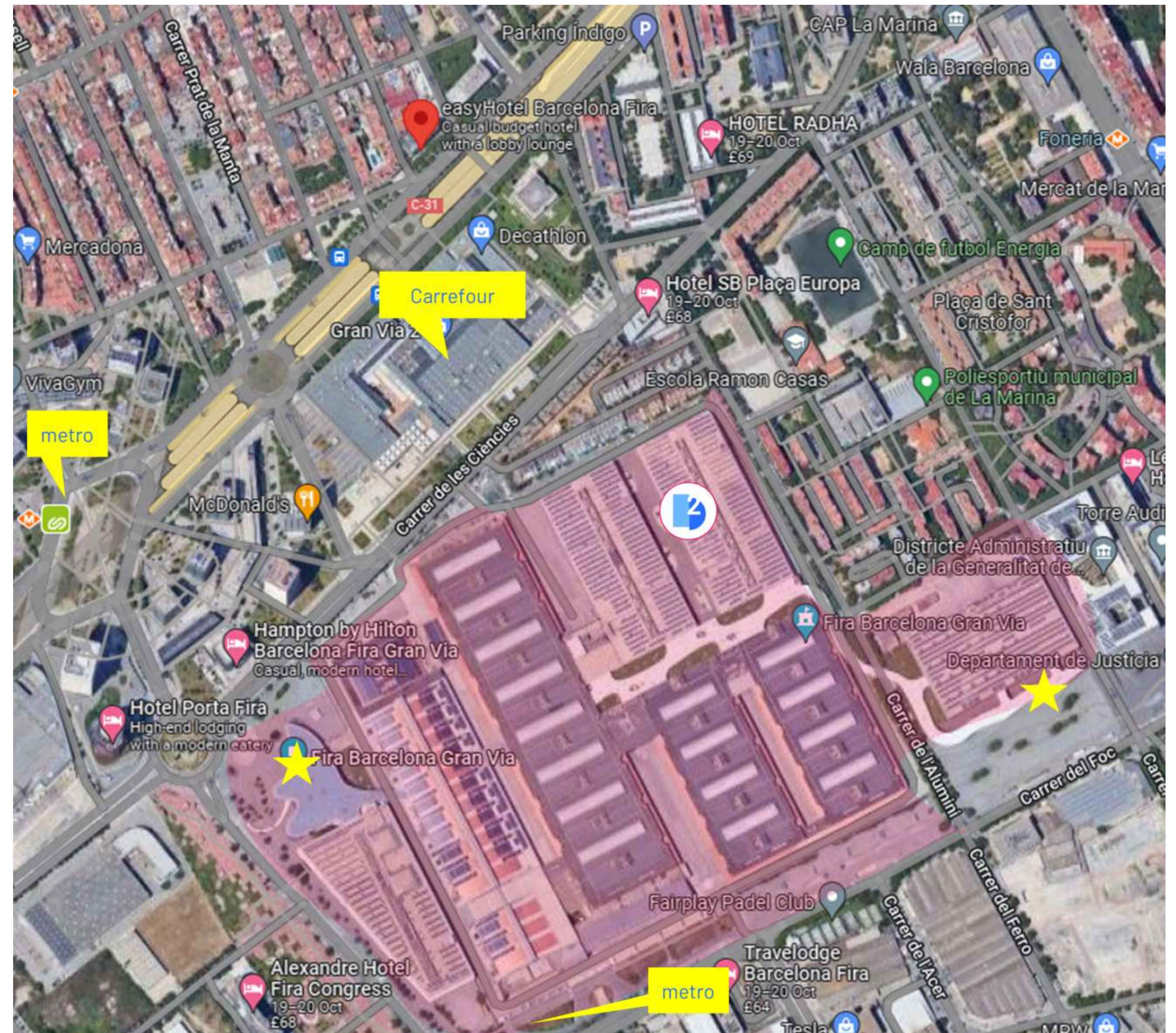
If going from eg Hall 7 to Hall 5, it is probably
easier to walk outside between the halls (eg
white arrow) – and you get to see the sunlight
for a minute.

The fastest metro to the centre of town may be the one going in the opposite direction, the ques to get into the metro can be half an hour+ when its really bad – it may be faster to travel one stop towards the airport, get off after one stop, switch platforms, and then get a seat on the one going into town.

Staying in a hotel near to the airport, rather than into town, saves time and hassle.

The Carrefour (supermarket) nearby is useful..... But closed on Sunday.

Going anywhere takes longer than you think.



What's harder
than being nice
all day?

Being
nice for 5
days

What can you do to help ensure your staff are in a good mood?
Because if they're in a good mood, the people you're meeting will want to spend time with you.

Can you go beyond nice, can you be kind?
(That can get hard after day 3!!)

Congratulations! You are now taking part in the world's biggest game of Jenga - welcome to elite level, professional meeting-schedule Jenga!

All meetings, will all change.

SCREEN your meetings: have a process, and I recommend having one person managing a single diary and all meetings for everyone. Be nice to the person doing this work – it is hard.

Be fast - because the faster you solve this request to change a meeting time, the faster you solve the next one.

When arranging meetings, my top tip is: offer a max of 2x specific time slots, tell them you will hold for them until date/time X. Add it to your diary as tentative, add the reason why the meeting is being proposed (ie who requested it/said it was important... this way you know who to talk with to decide is X more important than Y when you have a clash) and add the hold until date/time. As soon as confirmed, release the other time slot.

When confirming invites, make sure your contact details are included and clear + exactly where to find you. Not just stand number – central aisle, you will pass the XX stand, turn left, we're on the right.

Don't confirm a meeting until you've got the mobile number of one of the people you are meeting. (Not their PA. The person you are meeting.)

FAQs: Can you get a list of people attending MWC? No. And anyone who says they have one to sell is lying.

How do you get meetings? Go hunting! Know your targets, work the exhibition list, talk about it in every meeting, and every opportunity between now and then - "we'll be at MWC, are you going? Someone else from your company?" Post regular updated on social media and website. Say it again and again.

digis

**2. Velocity:
be fluid
& graceful**

3. Be prepared

Yes. Item 3 is the same as item 1....
Because you can not be over-prepared for this event!

3. Be prepared

Plan B has a Plan B

You've invested a lot in this event. Have a Business Continuity Plan. Know what your plan is, and your backup plan. When kit goes missing, a demo doesn't work, the internet goes down (it will), the mobile networks are congested and don't deliver your WhatsApp message until the next day, that vital one person doesn't make their flight, someone's passport is stolen – know what you will do.

Test every cable, have spares, have 2x vital kit, have a backup video.

Think through how you will mitigate it. And with luck, you'll never need Plan B. But if you do, with luck, no-one will ever know.

3. Be prepared

Plan B has a Plan B

We're in this together

Get to know your neighbours on the Sunday....
Or now! Work out who is on the stand next to you and reach out to them on social media.
We will all help each other – spare bits, broken things, taking photos....
My success, is your success. We're in this together.

3. Be prepared

Plan B has a Plan B
We're in this together
Get a list

Whatever your method is, get organised.



Client dinners

Being nice all day is hard

Being nice all day, for 4 days is very hard

Being nice all day and all night is **impossible**

Give key staff escape time so that they can be at their best at that big dinner.
Give staff (and guests) time to get there – it always takes longer than you think.
Sometimes dinner near to the Fira is a whole lot less hassle (and can be really good).
If its important, book you restaurants now. 80k people can't all spontaneously book a table and expect to get the one they want!

Be prepared: my kit list starts like this

- Alcohol gel, anti-bacterial wipes, masks, drugs (headache, hangover, Imodium), plasters
- White gorilla tape, electrical tape, scissors
- USB cables (tested) of every type and multiple lengths, HDMI cables
- USB sticks (with copies of everything, x2, *in different bags*)
- A6 notepads & reliable pens
- Business cards, badges
- Food (protein bars)

Business cards with generic company info + MWC stand location.... when the team meet new contacts away from the stand, they can leave details of where to find us (and it will always be correct).

I wear a name badge because....yes, I want you to know my name.
I want you to call me by name... because that will probably make me smile.
If I smile, you'll probably smile... and you'll feel good about meeting me.
And, I don't want you to be embarrassed that you've forgotten my name....
But tbh, I meet so many men at these events, its probably me that's forgotten your name, so in advance, please excuse me. (And, please wear a name badge.)



Before MWC

You've already done these things, right?

- Written down,
 - **Why** you think you are going
 - What you want to do & **how many people you need on site** to do that
 - **Who** you are targeting: not companies. People.
- Budget
- Accommodation
- Flights & (Visa's)
- Paid Tradefair
- Marked out exhib stand in the office: setup kit, tested space, invite team to look
- Engage with Tradefair & MWC Barcelona on social media
- Partners: pitch demos & joint PRs, use their scale!

Things to do before Christmas

- Define what you will show, precisely
- Message & comms plan
- Final stand graphics + furniture + equipment + internet + power orders
- Target blog/white paper/case studies
- Drive meeting requests: social media, email, etc
- SCREEN your meetings: have a process + one person managing a single diary
 - All meetings for everyone through 1 person
- Partners: push demos & joint PRs again, push them to confirm!

Before mid January

- All demos: cable connection and reset instructions, + backup videos
- Ship equipment
- **All meeting times will change**, handle it with grace
- Update LinkedIn profiles
- 2 minute & 1 minute videos
- Update MWC app
- Update your LinkedIn & WhatsApp photo – *I am not interested in what you looked like 5 or 10 years ago, I want to recognise you!*

Before mid February

- Research who your neighbours are, where your competitors, clients, partners, targets are exhibiting – make a list and prioritise
- Print out internet login info
- Final content
- Business cards, magnetic names badges, table-talkie with contact details for when you're away
- Prep your social media templates
- Shoes & socks & support tights
- Amazon Spain orders to friendly local contact/hotel

4. Be on time

Now: Upcoming deadlines on 14th December, + watch out for the shipment-to-warehouse date.

At MWC: even though I'm not meeting you, I'm relying on your meeting being on time... we are all playing jenga.

During MWC

Ban staff from working on their laptops on the stand! It looks like they have nothing to do.... the inverse of your message.
Meeting is cancelled, gap in the schedule? Send the team out hunting – clients, prospects, competitors, have a list, work it.
Charge your phone and devices whenever you can.

Always always connect on LinkedIn (and add a note “Thank you for meeting me today at MWC23, great to talk with you about X”, because after your 50th introduction of the day, you will forget.

The day(s) before it starts

- Saturday: hard hats, high viz, chaos (no entry). If you need supplies, go shopping today.
- Sunday
 - **All shops closed**
 - Check your stand! Setup, check *everything*
 - Get internet sorted out – some windows laptop you have to install an app on laptop and connect daily – check the login info you printed out! (You did print it out, right?)
 - >>>> Get **all** your team to meet you on your stand
 - Check badges work
 - Scale will hit home
 - Check kit
 - Locate loo's & cloakrooms
 - Social media post
 - Get an early night

Every day

- Be ON TIME – it takes longer than you think
- Team briefing at start of day
- Check team are drinking water and eating
- Post on social media
- Photograph meetings
- Evening, before you eat
 - Debrief all meetings and actions
 - Exactly who attended +get photos of all business cards / details
 - Cross check: which meetings happened, which didn't, which need to be rescheduled
 - Tomorrow: what's in the schedule, what needs to move, what looks risky
 - Email/message everyone to confirm tomorrow's meeting & where to find you

Monday

- 7am
- Quiet until 11
- Arrange Partner meetings here
- Meet DIT – ensure they know you, what you do, where you are – get on the Minister’s schedule
- Chaos
- NOISE
- Social media post!

Tuesday

- Often a strike
- Minister on site today?
- Internet will go down
- Brief team
- MAXIMUM NOISE
- BUSY
- Social media post!

Wednesday

- Brief team
- BUSY
- Social media post!
- All meetings change!
- Late pm go see the people you’ve not seen yet – may not be here tomorrow

Thursday

- am BUSY
- Social media post!
- Chase missed meetings
- Thank Tradefair!!
- Photograph location you want next year + things you like

evening

- Reschedule meetings
- Message everyone you are meeting tomorrow and confirm
- Debrief + photograph all business cards

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- Reschedule meetings
- Message everyone you are meeting tomorrow and confirm
- Debrief + photograph all business cards

- Debrief NOW – you WILL forget *everything* by Monday

My timeline

Done/started

- ✓ Budget + Team
- ✓ Designer booked
- ✓ Tradefair stand + accommodation + flights booked
- ✓ Draft messages
- ✓ New website live
- Partners: PRs & demo's
- Starting comms

Before Christmas

- Comms is GO
- Team is actively setting up meetings, 40% of time is booked
- 6 demos targeted
- Sales want +2 people to go, tech want +3: NO
- Partners: 3 PRs + 1 demo on their stand locked in

Mid January

- 90% meetings booked
- 2 demos broken, 3 ok, 1 awol
- Corporate video done

Start February

- 3 solid demos
- Videos of demos
- 120% meetings booked
- Boxes of kit + lists
- Never check-in bags

5. Be aware

Always be aware of what is going on around you – opportunity and threat.

Be alert and careful - Welcome to the city with the most pickpockets in Europe! There is a Police station inside the Fira.
My advice: don't go to the Ramblas. Watch your bags with great care when heading into town on the metro. Keep your tech hidden.

Work it

Opportunity: Keep your eyes open & be aware of who is waiting to talk with you.

ALWAYS qualify who you are talking to! "Sorry, I didn't catch your name? Tell me again, who do you work for?" If you've got good tech, competitors and big companies will send scouts. Know who you are talking with.... And if they refuse to say, close it down and move on.

Photo opps: for use now, and in the future. Take reference shots of competitors stands, things you like, things to avoid.



**The most
important thing...**

**review, cull &
follow up actions**

swiftly

**The most important thing you do at Barcelona
is what you do after Barcelona.**

1. Be prepared
2. Be fluid & graceful
3. *Be prepared*
4. Be on time
5. Be aware

After MWC23, let me know what you think:
is this good or bad?

I am
broken

About us

Digis Squared • Enabling smarter networks

- **Managed Services, System Integration & Consulting**
- HQ: London, UK
- Technology & support centre: Cairo, Egypt
- Regional offices: Dubai, UAE & Luanda, Angola
- 20 nationalities, working in 25 countries

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Thank you

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With thanks to these people, because they really are brilliant at what they do,



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