



## MARKETING TOOLKIT

# 4YFN BARCELONA 2019

### Boilerplate Text

4 Years from Now [4YFN] is the innovation platform for MWC, enabling startups, investors, corporations and public institutions to discover, create and launch new ventures together.

4YFN offers unique connecting initiatives including insightful onstage talks, technical workshops, custom networking activities, community outreach and open innovation programmes, among others. A critical element of MWC, 4YFN is a hub for innovation and digital entrepreneurship to connect the entire startup ecosystem globally.

### Logos

Find vector and jpeg logos [here](#)

### Banners

Find our social media banners [here](#).

If there is another size you need, contact [obrown@gsma.com](mailto:obrown@gsma.com)

### Important Tags

Don't forget to tag us and use our hashtags below.

**#4YFN19**      **@4YFN\_MWC**

**#MWC19**      **@GSMA**

### Articles

Find our latest articles [here](#)

### Marketing Videos

We have a variety of videos to choose from whether you want to promote our content (keynotes, panels, awards) or our promotional video. See all videos [here](#).

### Marketing Images

Find [here](#) a selection of images from our previous events.



## Social Media Posts

Please help by retweeting the posts below.

### Awareness Post:

FACT: Over 100,000 people attend #MWC19. Don't miss the highlight, #4YFN19 #Startup event displaying over 600 of the latest tech and a full conference programme across 3 days. Tickets on sale now!

<https://www.4yfn.com/>



### 20% Off Tickets Post

Meet award winning #technology and inspirational speakers at #4YFN19 Network and learn how to take your #business further and get 20% off on tickets this January. <https://www.4yfn.com/>



**4YFN** | Connecting  
Startups

25 — 27 FEBRUARY 2019

FIRA DE MONTJUIC  
BARCELONA



AN EVENT OF  
**MWC19**  
25-28 February 2019

Many thanks,

4YFN Team