

Case Study

GSMA MWC Barcelona 2025



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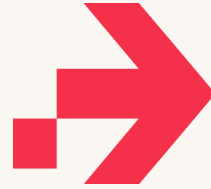
OVERVIEW

GSMA's Mobile World Congress (MWC) is the world's leading connectivity event, attracting around 100,000 attendees annually. Central to MWC is the Executive Meeting Services Program, built to connect senior decision-makers across diverse sectors.

The program faced mounting challenges: fragmented execution, low lead visibility, and confusion caused by overlapping third-party services. These issues diluted the experience for both attendees and sponsors.

The Challenge:

- Inefficient and fragmented planning
- Limited insight into attendee intent and qualification
- Poor differentiation from competing third-party meeting solutions
- Missed opportunities for high-value executive engagement



The Solution:

To address these challenges, GSMA partnered with Sales Explorers to revamp its Meeting Services Program. A dedicated team implemented a structured, insight-driven approach to deliver high-quality, personalized meetings for senior leaders and decision-makers.





Execution Strategy

12 Weeks Before Event

- GSMA team pitched to exhibitors
- Exhibitors signed up

6 Weeks Before

- Matching & outreach phase
- Meeting confirmations

During Event

- On-site coordination

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2

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8 Weeks Before

- Sales Explorers onboarded exhibitors
- Briefing Documents completed

2-4 Weeks Before

- Final confirmations & scheduling
- Outlook invites sent

Post-Event

- Results reporting



THE PROCESS

1

Exhibitor Onboarding

Sales Explorers conducted detailed briefing sessions with each exhibitor using our Briefing Document.

We Captured:

- Contact details & team attending
- Meeting location preference (booth vs. meeting room)
- Value proposition (what they're selling)
- Target companies (minimum 30 ideal prospects)
- Target audience (job titles, business areas, seniority)
- Marketing materials (presentation, website, whitepapers)

Timeline: 45-60 minute consultation calls

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Matching & Outreach

48 Hours after briefing, Sales Explorers:

- Created target hitlists
- Developed personalized messaging for outreach

Within 4 Working Days:

- Launched multi-channel outreach
- Max 3 – 5 attempts per prospect
- Personal touch (not automated)

GSMA provided

- Previous years attendee lists
- Existing registration data
- Networking app access





Confirmation & Scheduling

What we did

- Coordinated schedules between exhibitors & attendees
- Sent confirmation emails
- Distributed Microsoft Outlook calendar invitations
- Handled last-minute changes
- Provided meeting schedules to exhibitors

Exhibitors received

- Confirmed meeting schedule
- Brief attendee profiles
- Meeting location details
- Attendee contact info



Event Delivery & Tracking

Onsite Support

- Sales Explorers team were present at the event
- Real-time meeting coordination
- Handled no-shows & rescheduled meetings
- Tracked completion
- Gathered immediate feedback

Tracking

- Attendee engagement scores



GSMA were provided with

- Program performance summary
- Exhibitor satisfaction scores
- Renewal indicators
- Lessons learned for next event

- Lessons learned for next event





KEY RESULTS

Program Value: €1 million in new revenue (estimated) without additional opex or capex.

Engagement Type	Participating Companies	Targeted Meetings / Participants	Delivered	Achievement Rate
Meeting Services	37	442	548	124%
Roundtables & Networking	9	104	126	121%
Totals:	46	546	674	123%

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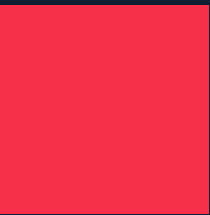
Industries

High-impact engagement across 18+ industries, including top performers like IBM, SES, Ericsson, and Snowflake

200

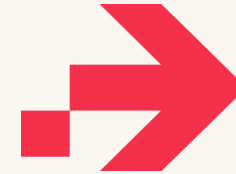
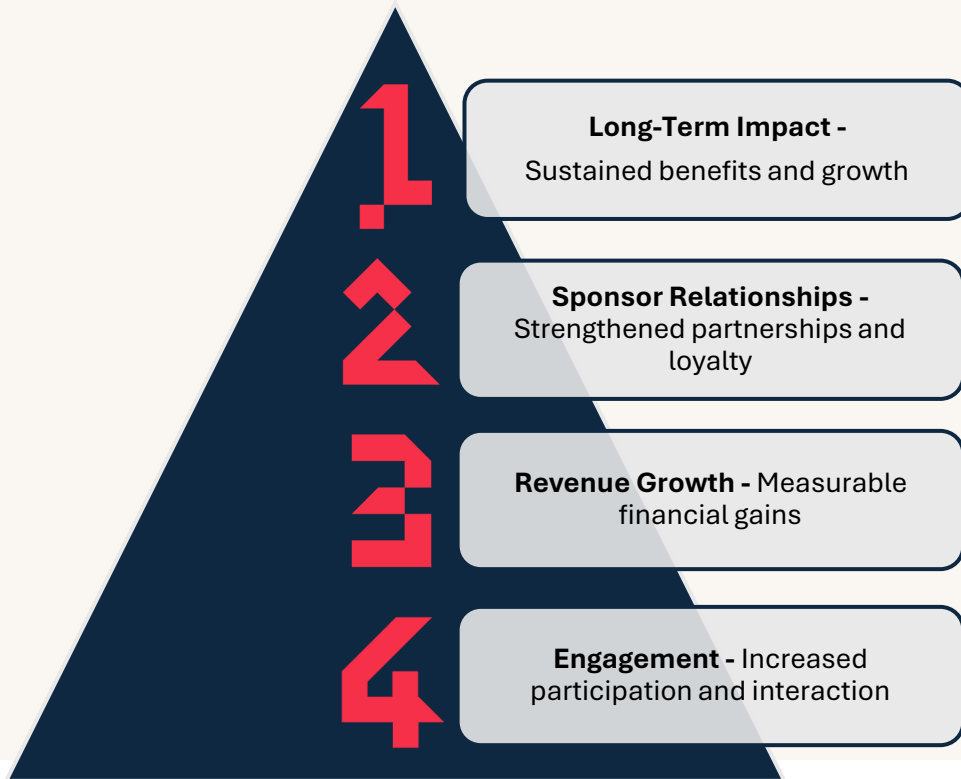
%

Some clients exceeded their meetings targets by up to 200%



ONGOING IMPACT FOR GSMA

The GSMA Executive Engagement Strategy is built on four concentric layers, each reinforcing the next to create lasting value for sponsors and attendees alike.



Increased sponsor loyalty:
Clients are now returning annually, expanding their investments and participation



Stronger ROI:
Centralized, high-quality engagement delivers consistent business value for sponsors



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CONCLUSION

Through a strategic collaboration with Sales Explorers, GSMA redefined how executive meetings are delivered at scale.

The revitalized program not only surpassed engagement targets by 23% but also drove €1 million (estimated) in new revenue and significantly strengthened sponsor relationships.



674

Achievement Rate

Exceeded meeting targets across all program types-delivering 674 meetings vs 546 targeted



87%

Of Companies Exceeded Targets

87% of participating companies exceeded their individual meeting targets-some by up to 200%



23%

Surpassed Program Targets

Overall engagement exceeded GSMA's program objectives





GET STARTED

We're here to help.

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