



Planning for Mobile World Congress 2013 - Tips for First-Time Attendees

Don't take our word for it – we've compiled some advice for the first-time attendee. It includes tips from others on our social networks (Twitter, Facebook, LinkedIn, Foursquare) and from previous attendees to GSMA Mobile World Congress.

We hope you find this information useful, and we wish you much success at the event!

Getting There and Getting Around

- If it's possible, try to plan time before/after the event to enjoy the beautiful city of Barcelona - there are so many amazing galleries and sights to see.
- Arrive before Sunday evening to avoid taxi and transportation queues. Arriving early will also afford you the opportunity to investigate the venue and to test the commute.
- When planning to attend MWC, don't be late in making your hotel accommodations, as accommodations book up fast. Book through [GSMA supplier BBP](#) (Barcelona Business Pass) to avoid expensive rates or scams.
- Catalan is a widely used language in Barcelona, but most local people understand Spanish and/or English.
- **FREE TRANSPORT TICKET:** This year a free transportation ticket, which is valid for the four event days (Monday – Thursday), will be distributed when attendees pick up their pass. Transport passes are valid for unlimited combined journeys using any means of transport within zone 1 (Barcelona city and Fira Gran Via), including metro, bus, and train.
- For information on how to get to the new Fira Gran Via by Bus, FGC, and METRO click [here](#).
- If you need to travel outside of Fira Gran Via for meetings, there are expanded taxi ranks outside of the main exits, but remember these can still get quite busy at peak times, so give yourself plenty of time.
- Carry a small card or piece of paper with your destinations written in Spanish and Catalan to show to cab drivers. And take one of your hotels business cards with you, to make returning to your hotel even easier.
- While crime rates are generally low in Barcelona, attendees should take steps to ensure their safety. Take off your pass as soon as you exit the conference centre, and always be aware of yourself and your personal belongings. Know where [the nearest police station](#) is, as well the incident report number: **+34 900 77 2013**



What to Expect at Fira Gran Via

- **MOST IMPORTANT:** In 2013, Mobile World Congress has moved to its new home, [Fira Gran Via](#) in the Port Olímpic district of Barcelona. The physical address of Fira Gran Via is: Av. Joan Carles I, 64, 08908 L'Hospitalet de Llobregat, Barcelona. Fira Gran Via is significantly larger than our previous location, and because all halls are under one roof, attendees will be unaffected by February's changing weather. [Watch this video](#) from Fira which shows you more.
- The event can be quite intense, so plan as much as possible beforehand. Seek out the exhibitors and industry professionals that are going to be at MWC13 before you fly to Barcelona and try to make contact in advance to arrange meetings.
- If you are able, pick up your pass from the [airport collection points](#) or Fira Gran Via before the show officially begins, then you can take the Fast Track on Monday morning! And then each day, to avoid unnecessary queuing before you enter the venue, always remember your badge and ID. Opening hours [and more information](#) are on the MWC13 website. This year as part of the [NFC experience](#) you can also utilise an NFC-enabled badge, and streamlined NFC capabilities.
- Plan what is interesting for your business and try to arrange meetings before you arrive, but leave 10% of your day for discovering new ideas and trends. To ensure that meeting transitions are as smooth as possible at the event, take a look at the [interactive maps](#) and Barcelona map and floor plan carefully before you get there. Arrive early so that you can get your bearings and confirm exactly where you are going for each appointment on your schedule.
- Be proactive. The only way to network and connect with those important business contacts is to set up meetings in advance, and use social networks to find and connect with people and learn important information and even parties and events around MWC. More than 60 per cent of attendees are C-level executives so take advantage of the opportunities.
- Networking is key! Make sure you have your elevator pitch down and you're ready to discuss your business. You may well have only 30 seconds to make an impression so ensure that you are able to hit those key features. Engage your listener further by asking them questions about their business, take an interest. Two ears, one mouth!
- [My MWC](#), the event portal for attendees, is useful for planning your schedule. It can be found online or within the official GSMA Mobile World Congress mobile app. It has maps, a customisable schedule, and more.
- Don't forget to check-in, and unlock our badge on Foursquare for information and tips and the chance to win a pass to GSMA Mobile World Congress 2014.



- There are many [types of passes for Mobile World Congress](#), with different levels of access and benefits - make sure you know what access your pass allows.

What's New for 2013?

The team at the GSMA have been working hard this year to create a wide range of different experiences at this year's Mobile World Congress. Here's just a flavour of some of them:

- The [Connected City](#) promises to provide an opportunity to experience a range of connected products and services first-hand.
- The [NFC Experience](#) is an integrated showcase of mobile NFC services throughout the venue and city of Barcelona. NFC touch points will be abundant throughout the exhibition, rewarding those who 'tap' with instant access to information and various incentives.
- In its fourth year, app developers will enjoy the [App Planet](#) sessions, exhibition and ADCs. App Planet is bigger and better than ever!
- Mobile marketers and advertisers may find [mPowered Brands](#) sessions to be an invaluable resource.
- The [Forums Series](#) includes an LTE Forum, Mobile Security and MNO Developer Cloud Forum, with presentations from leading companies in the mobile ecosystem
- Training courses will be delivered by Award Solutions and the Shelly Palmer Learning Series - learn more about [these courses](#).
- [Partner Events](#) are a series of co-located events where companies gather and discuss new programme initiatives, emerging market trends, product developments or important announcements.
- GSMA Seminars are free and cover many topics and themes, make sure you search the website and the [agenda](#) for your topic or area of interest.

Dress for Success

- Ensure that you bring a pair of comfortable shoes (or maybe two!) as the venue encompasses a very large area and you are likely to be on your feet for most of the day. Ladies, avoid those high heels! And just in case, carry some band-aids and gel plasters with you to remedy those tired feet.
- Make sure you carry one professional outfit for the show on the plane with you. If your luggage ends up in a different destination, you don't want to have to show up for that important meeting in a pair of jeans and a t-shirt. The typical business dress at MWC is business/professional, so keep this in mind.
- Ensure that you bring a comfortable bag to carry all your necessary items. A backpack or rucksack to can be useful to keep your hands free throughout the show. Additionally, make sure it locks securely to avoid any mishaps.



Food and Refreshments

- To maintain the level of energy needed for intense MWC schedules ensure that you eat well and drink plenty of water.
- This year there are [eight networking areas](#) at Fira Gran Via – these are open every day but make sure to stop by on Monday night for complimentary food, drinks and musical entertainment.
- There are many [food outlets](#) at the new venue, make sure you map out the locations, and some restaurants nearby as well. [Booking services](#) for restaurants are available and highly recommended for those important meetings.
- Make sure that you have a high-energy breakfast each morning. Also carry some emergency snacks with you for when your schedule doesn't permit a sit-down lunch.
- Be prepared to eat dinner late – restaurants will be busy and most locals don't eat until around 22:00.

Essentials – Connectivity, Chargers, etc

- Recharge your devices every night and carry spare batteries with you. There would be nothing worse than being mobile-less at the world's biggest mobile event! Failing that, carry a spare battery or battery charger with you. This year there are two charging stations within Fira Gran Via, so this should help if you run out of juice completely.
- There will be [free public Wi-Fi connections](#) again this year in Fira Gran Via, hotspots have increased by over 50% since 2012, and network capacity has increased by 250% so more people can connect. In fact, Mobile World Congress 2013 will be one of the world's largest public Wi-Fi offerings.
- Conversion power plugs are like gold bars on the show floor. Bring an extra one for your hotel... or two
- A small bottle of hand sanitiser will keep your hands fresh and ready for those numerous handshakes.
- Take twice as many business cards as you think you will need, and/or download an app like Bump to assist with the task.



- Make sure that you have a pen, notepad and camera with you, and using an app like Evernote can help. Take as many notes, contact details as you feel you need, but for larger chunks of text or exhibition displays, a camera might be a faster, more detailed recording tool. Scan in your business cards as soon as you can so you don't lose important notes and info.
- Some people find a recording device useful. You can always review your recordings when you retire each night and extract the key information and plan for the next day.
- Download all the information you need prior to the event – apps, tools, and contact info for reminders, anything that will save you time, money, and energy at the event.

Other Links, Tips and Tricks

- A great guide written by @PCMag was recently released, and provides a whole host of useful information. It even has an Android app! Read it here:
<http://www.pcmag.com/article2/0,2817,2414290,00.asp>
- Another blog from industry research firm *CCS Insight* about the new venue which you may find useful: <http://www.ccsinsight.com/blog/trading-places-in-barcelona>
- There are many 'unofficial guides' to Barcelona City, the MWC13 parties and side events, and more - here's a few provided by our network:
 - M-ocean guide to Barcelona: <http://www.moceanmobile.com/mobileworldcongress/mwc-guide>
 - MobPartner parties list: <http://blog.mobpartner.com/2013/01/09/mwc13-events-parties/>
 - Mtrends networking events list: <http://www.m-trends.org/2013/01/mobile-world-congress-2013-networking-events-parties.html>
 - See the Barcelona sites: <http://www.barcelonagomobile.com/en/sites>
 - Cultural agenda and visual history apps from the City Hall
<http://barcelonacultura.bcn.cat/en/we-inform/new-mobile-applications-smartphones>

BE PREPARED, AWARE, AND HAVE FUN!

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