

World of Modular

Speaker & Session Proposal Guide

A practical guide to preparing a complete, competitive breakout session proposal

Before you submit

- Proposals must be educational, relevant to the intended audience, practical, and brand/vendor neutral.
- Complete every required field and provide the full confirmed speaker roster at submission.
- World of Modular speaking opportunities are highly competitive. Use this guide to make your proposal clear, specific, and useful to attendees.

World of Modular brings together modular manufacturers, contractors, designers, suppliers, service providers, and other professionals from around the world. Educational breakout sessions are designed to help attendees build skills, improve operations, explore new approaches, and apply practical lessons within commercial modular construction.

Eligibility and proposal requirements

- MBI members and non-members may submit proposals.
- Content must be educational and relevant to the intended audience, with practical takeaways.
- Proposals must remain brand and vendor neutral. Proposals that promote specific products, brands, services, technologies, or companies are not eligible.
- Incomplete proposals will be removed from consideration.

Common reasons proposals are not accepted

- The proposal promotes a specific product, service, or company.
- The proposal is submitted with an expectation of compensation.
- Required information is missing, including presenters, a strong description, or clear learning outcomes.
- The topic does not align with the intended audience or is not sufficiently applicable to the industry.

Speakers, changes, and expectations

Speaker roster

- A session may include no more than five speakers. Identify each speaker's role, such as panelist or moderator.
- Provide the full speaker roster and all requested speaker information when you submit.
- Do not add a speaker until you have spoken with that person and confirmed their willingness to participate.

Changes after submission

- MBI may combine similar proposals, request format changes, revise titles or descriptions, or add presenters. MBI will notify you of requested changes and provide an opportunity to modify the proposal.

- Presenter additions or cancellations requested after acceptance may result in disqualification or cancellation.

Speaker expectations

- Prospective speakers must respond to vetting requests, which may include prior speaking experience/engagements, credentials or licenses, sample slides, and recordings.
- Selected speakers must avoid promotional materials, special offers, job offers, product announcements, solicitation, and direct selling.
- Selected speakers must properly attribute images and references and secure permission for copyrighted materials.
- Selected speakers must use an MBI presentation template if provided and submit presentation materials in advance when requested.
- Selected speakers must follow the [MBI speaker policy](#), [MBI code of conduct](#), and [event code of conduct](#).
- Selected speakers pay their own event registration and travel expenses. MBI does not provide speaker fees, honoraria, or reimbursement.
- Selected speakers must be available for any educational breakout session slot. MBI schedules sessions at its discretion. Note any known conflicts and the reason in your proposal.

How proposals are reviewed

Criterion	What reviewers consider
Value of content	Relevant and timely content; new or innovative ideas; appropriate depth; practical tools or ideas attendees can apply.
Audience appropriateness	A clear fit for the occupations, experience levels, needs, and demographics of World of Modular attendees. Target a defined audience rather than claiming the session is for everyone.
Speaker qualifications	Demonstrated expertise or leadership in the topic, distinctive qualifications or approach, and strong prior speaking reviews or references when available.
Differentiation and merit	A proposal that stands apart from past sessions and competing submissions and feels essential to the World of Modular education program.
Presentation format and engagement	A format that suits the topic, sustains attention, and uses engaging speakers, activities, technology, or other approaches where appropriate.

Build a strong submission

Title

Use a concise, direct title that clearly communicates the subject and, when useful, the target audience. Action words can help. Attendees often make session choices based on the title.

Description

Clearly summarize what you will present, explain why the topic matters to World of Modular attendees, and make the case for selection. Avoid hype. State plainly what attendees will gain.

Learning objectives

Provide up to four specific educational outcomes. Each objective should state what attendees will learn and what they will be able to achieve as a result. Limit each objective to one sentence.

Format

Select the format that best supports your content. If none of the listed formats fit, select “Other” and provide enough detail for MBI to evaluate it. All formats should include at least 10–15 minutes for attendee Q&A.

Presentation: Traditional presentation with up to three speakers. Case studies should include detailed outcomes or analysis from completed modular construction projects and practical lessons attendees can apply.

Panel session: A moderated discussion in which speakers discuss topics, present arguments, challenge perspectives, and respond to moderator and audience questions. Brief presentations may frame the discussion before interactive discussion and Q&A.

Workshop: Facilitated peer-to-peer discussion where attendees actively share ideas and experiences as a full group or in smaller breakouts. The workshop may focus on one topic or rotate through several topics.

Session Track

Select the track that best aligns with your content.

Design, Build & Install: Completed project case studies and innovative approaches or techniques across design, build, and installation.

Development Opportunities & Sustainable Practices: Approaches that spur development in commercial building markets and practices that reduce construction’s environmental impact.

Government & Regulatory Affairs: Advocacy, standards, regulatory challenges, and opportunities for modular construction.

Managing Your Business: Proven techniques and innovative practices that improve organizational efficiency, longevity, profitability, culture, and operations.

Research & Innovation: Recent research and emerging technologies that underpin and drive change in commercial modular construction.

Level

Select the level that best aligns with your content.

Beginner: For attendees with little or no prior knowledge. This can include industry newcomers or experienced professionals learning a new or emerging topic.

Intermediate: For attendees with fundamental prior knowledge who are ready to build on established competence.

Advanced/technical: For attendees with extensive prior knowledge of the subject.

Target audience

Select the attendee type(s) that would have most interest/receive most benefit from your content. Please avoid selecting all as default.

Continuing Education

If your content or your organization has been approved for continuing education credit by a professional or designatory body, please include details.

Presenters

Include all details for proposed session speakers. If your proposed session will include more than two speakers, please include these details in the Additional Presenters/Panelists field. Do not include a speaker until you have spoken with that person and confirmed their willingness to participate.