

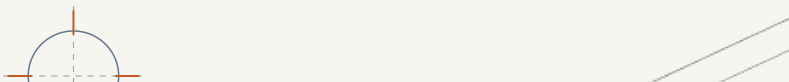
Your guide to preparing a speaker proposal



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THE BUILDERS PLAYBOOK

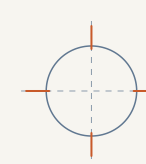
FOR THE FUTURE OF LOCALIZATION



DESIGNING THE SYSTEMS THAT POWER GLOBAL CONTENT

SPEAKER PROPOSAL GUIDE

November 18-20, 2026 | Remote



Your guide to preparing a speaker proposal

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THE BUILDERS PLAYBOOK

NOVEMBER 2026 EDITION

Section

01.1

Speaker proposal guide

Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.

BB-04.1

Revision

02

Date

Aug 2026

Status

APPROVED



What is

THE BUILDER PLAYBOOK

FOR THE FUTURE OF LOCALIZATION CONFERENCE?

The June edition of The Builders Playbook was about building practical AI skills and giving localization professionals the tools and knowledge to start putting GenAI to work.

In November, we take the next step.

This edition focuses on Emerging Markets.

We'll look at the trends, technologies and new ideas shaping localization around the world, with a particular focus on emerging and developing markets.

Attendees will:

Discover what's changing in global localization and what's coming next

Hear about innovation taking place in new and emerging markets

See how new technologies are being used in real-world localization workflows

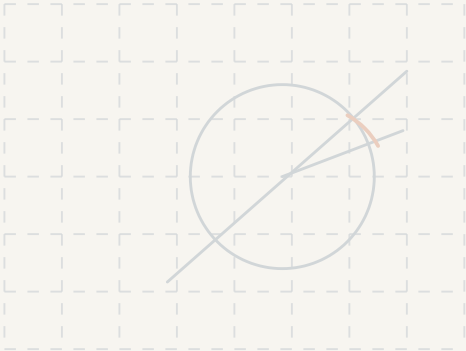
Develop practical strategies they can apply to their own work

In June, we focused on building AI skills. In November, we look at what we can build with them.

Reference

BB-04.1

Scenes







Notes

Your guide to preparing a speaker proposal

Legend

Principle in action

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Section

01.1

Speaker proposal guide

Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.

BB-04.1

Revision

02

Date

Aug 2026

Status

APPROVED



WE WANT TO LEARN FROM YOUR EXPERIENCE

You don't have to be a seasoned conference speaker to have something valuable to share. The Builders Playbook is built around a community of people doing the work, learning from one another, and sharing what they discover.

SHARE YOUR EXPERIENCE

Bring your experience, ideas, experiments, and lessons learned to an audience of professionals working in AI, localization, and global content.

BECOME A THOUGHT LEADER

Teach practical skills and share what you've learned. Help others apply new technologies while establishing yourself as a voice in the evolving global content landscape.

CONNECT WITH THE COMMUNITY

Join a growing community with 600+ email subscribers and conference content generating 250K+ livestream views.

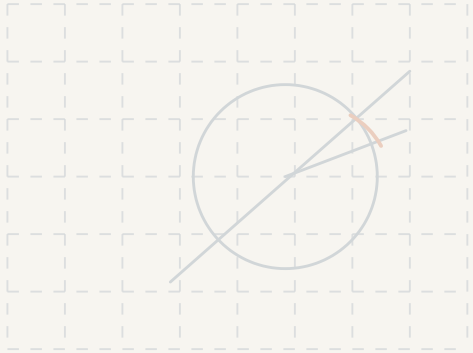
YOUR EXPERIENCE MATTERS

What are you building? What have you learned? What can others take away from your experience?

Reference

BB-04.1

Scenes



Notes

Your guide to preparing a speaker proposal

Scale

NTS

Units

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Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

Status
APPROVED



WHAT WE ARE LOOKING FOR

FOUR WAYS TO CONTRIBUTE

Choose the format that best fits your idea.

FORMAT			LENGHT		FOCUS	
Emerging Global Markets			15-20 min		Trends, innovations, and opportunities emerging around the world	
Innovation Challenge			4-6 min		TED Talk-style presentations that challenge thinking and inspire new approaches	
Workshops			90 min		Interactive learning where attendees build, experiment, or solve	
Mini-challenge			30 min		A focused, hands-on challenge where attendees build and practice	

Notes

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DESIGN. BUILD. OPERATE.

NOV 2026
REMOTE

SHEET
01 OF 01

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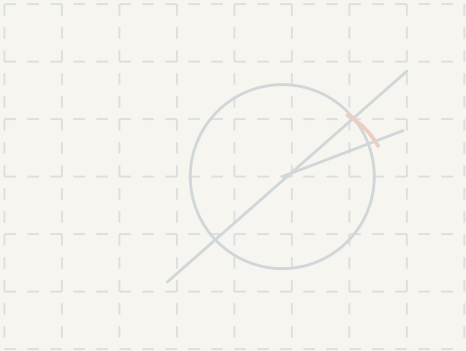
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Reference

BB-04.1

Scenes



Think beyond a traditional presentation.

The best format is the one that allows attendees to get the most value from your idea.

Section
01.1
Speaker proposal guide

Speaker Proposal Guide
Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

Status
APPROVED



EMERGING GLOBAL MARKETS

15 - 20 min presentation

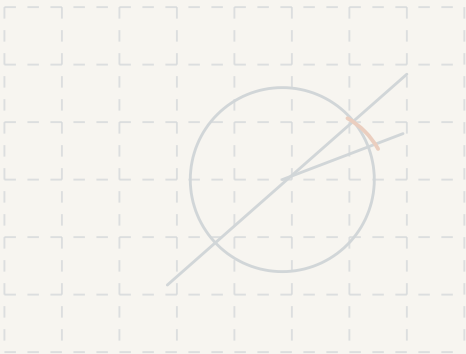
This track explores innovations in localization happening around the globe, with a focus on new and emerging markets. We're looking for insights into:

- Emerging markets and regions
- New localization trends
- Innovative approaches to global content
- AI adoption and implementation
- New technologies and business models
- Market-specific opportunities and challenges
- Innovations that could influence the broader industry

THE GOAL

Help attendees understand what is happening, why it matters, and what they can learn from it.
Submission questions: TBD

Reference
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Scenes



Notes

Your guide to preparing a speaker proposal

Legend

Principle in action

Approval

Created by

Approved by

Scale

NTS

Units

PX / GRID



Section
01.1
Speaker proposal guide

Speaker Proposal Guide
Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

Status
APPROVED

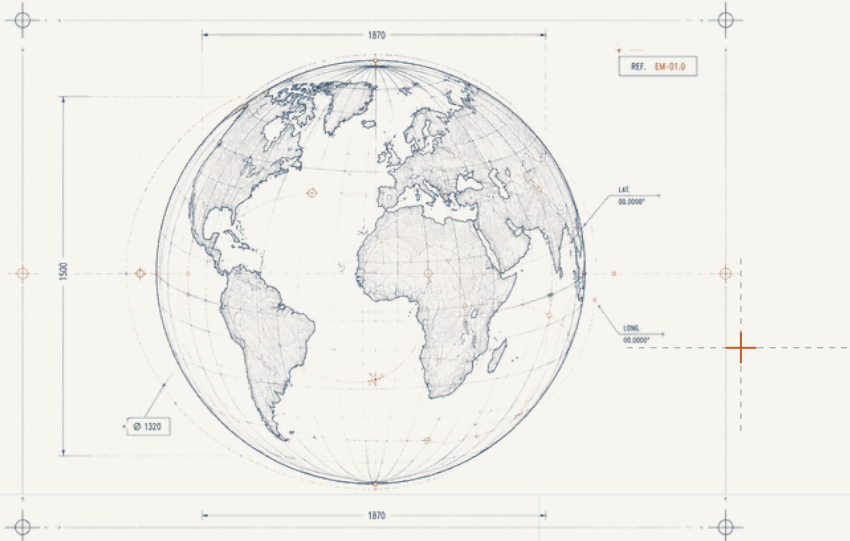
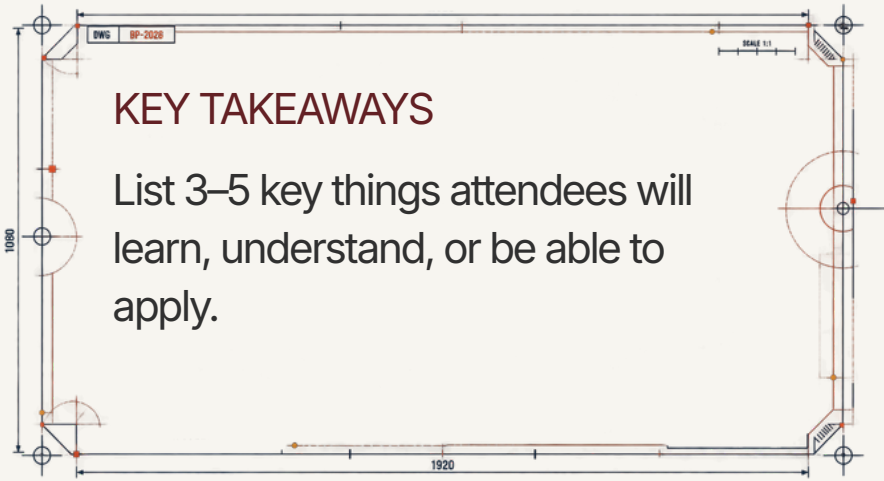
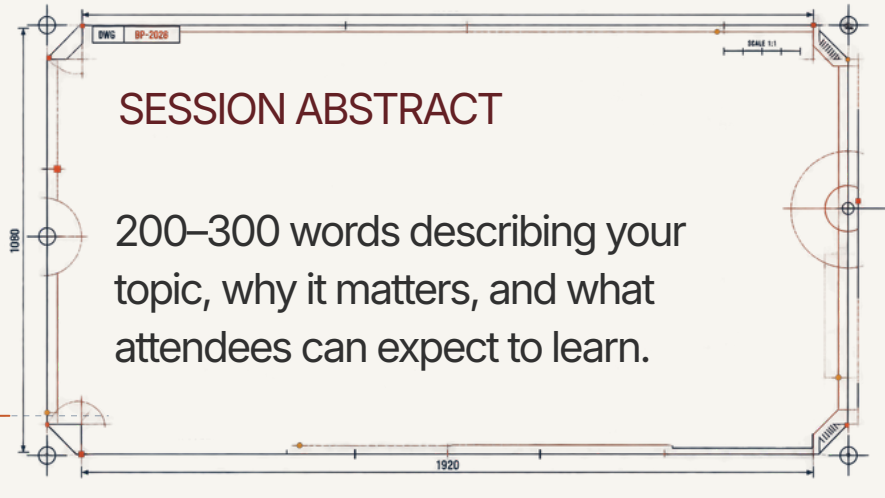
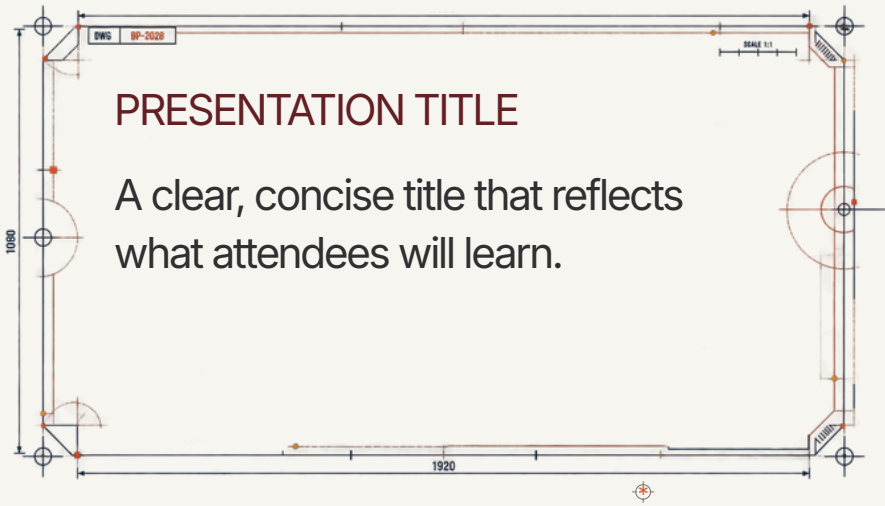
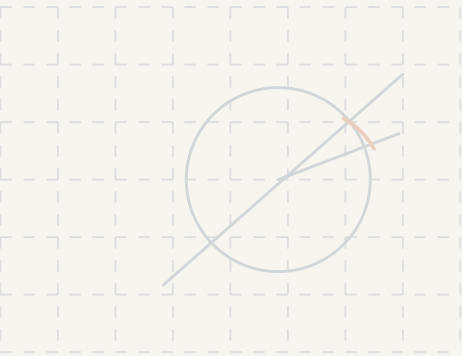


EMERGING MARKETS PRESENTATIONS

SUBMISSION INSTRUCTIONS

What you'll need to prepare

Reference
BB-04.1
Scenes



Notes

Notes

Section
01.1
Speaker proposal guide

Speaker Proposal Guide
Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

Status
APPROVED



Notes

Your guide to preparing a speaker proposal

Legend

Principle in action

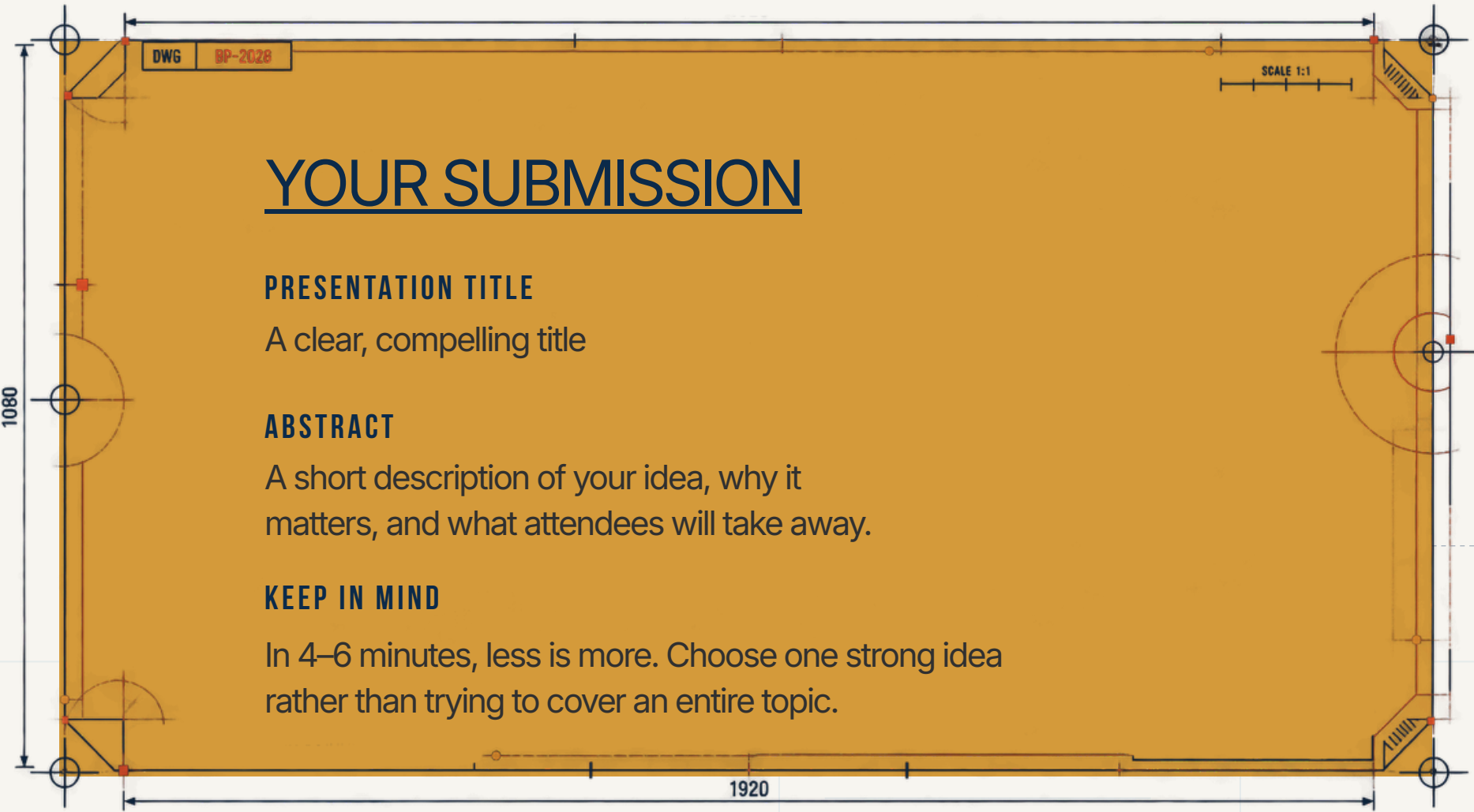
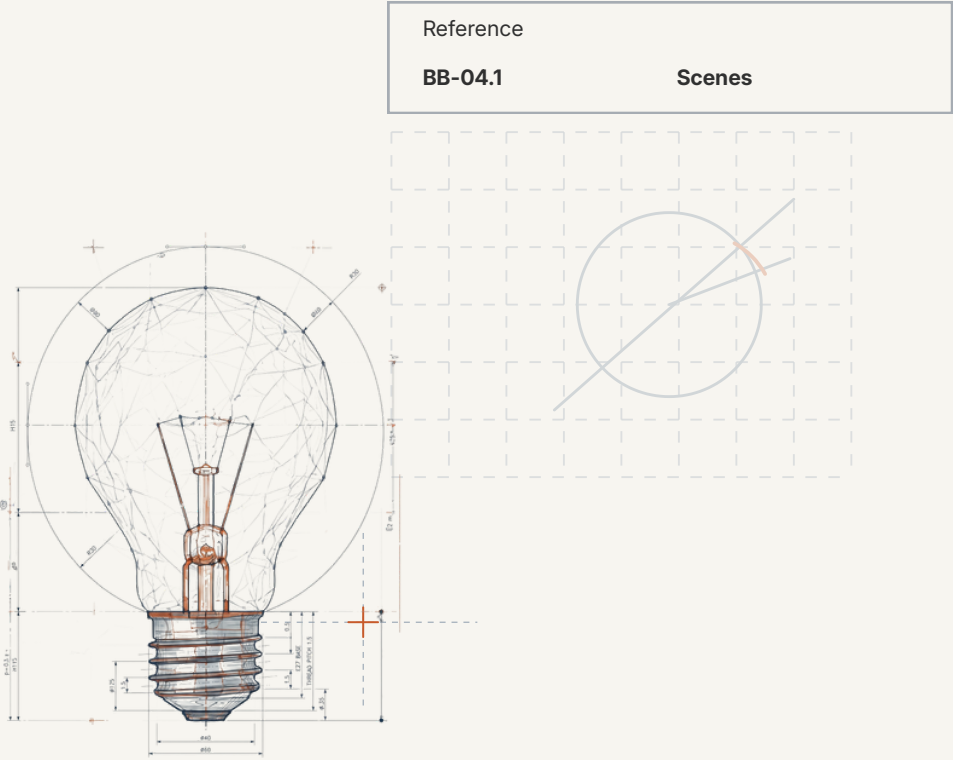
INNOVATION CHALLENGE

4 - 6 min presentation

Our TED Talk-style innovation segment is back.
Take one compelling idea and make the audience stop, think, and see something differently.

- Bold ideas
- New approaches
- Unexpected insights
- Innovative applications of AI
- New ways of thinking about global content
- Lessons from experiments or failures
- Ideas that challenge conventional thinking

THINK
One idea. One story. One takeaway.



Section
01.1
Speaker proposal guide

Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

Status
APPROVED

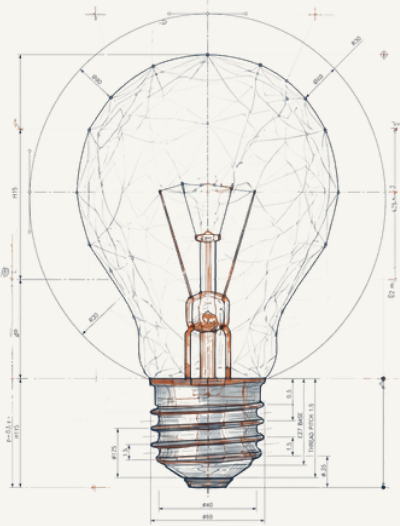


INNOVATION CHALLENGE

SUBMISSION INSTRUCTIONS

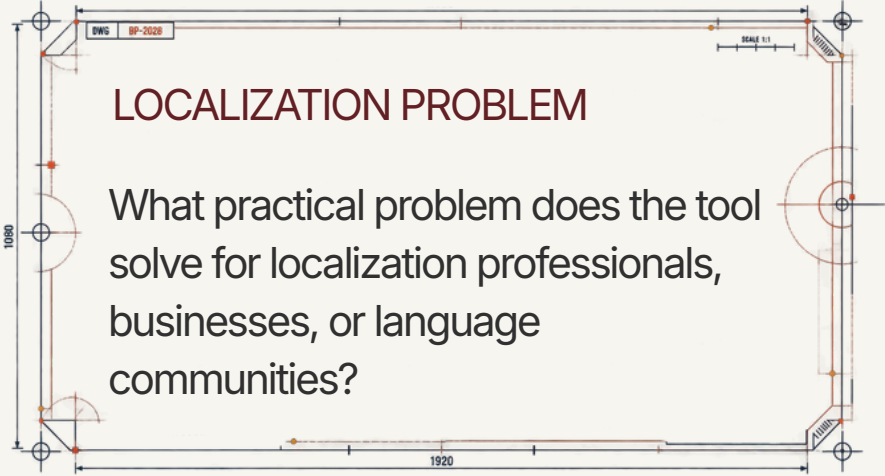
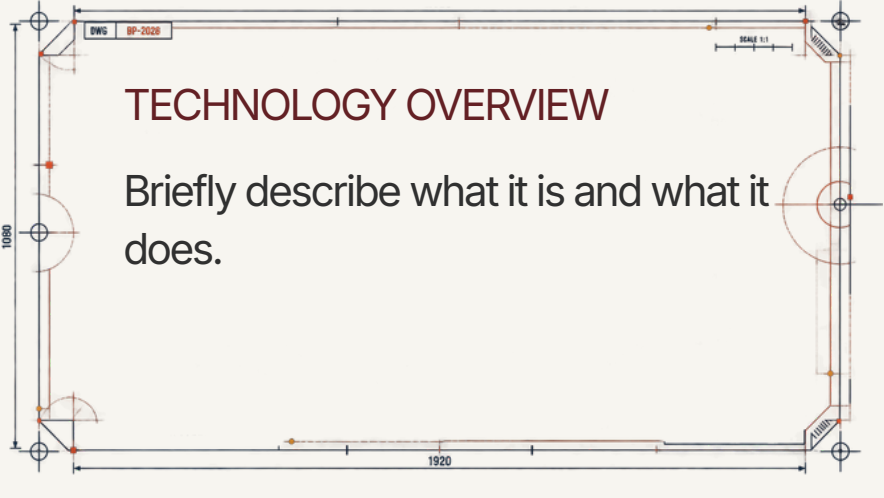
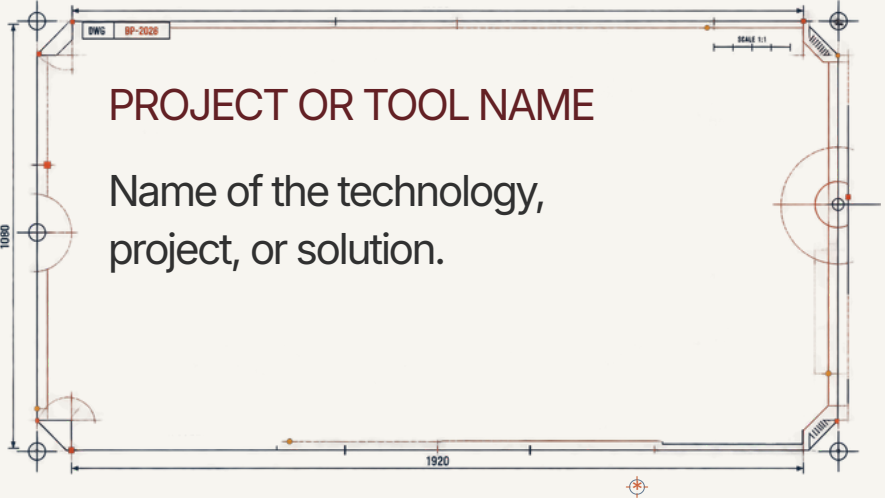
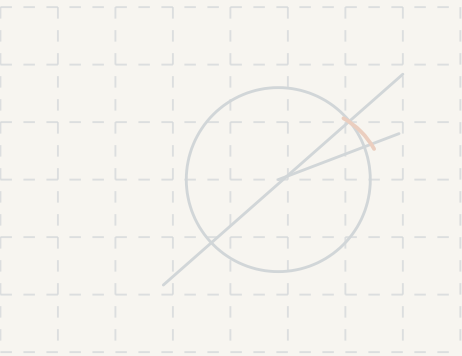
What you'll need to prepare

Showcase a language technology project or tool developed in, or addressing localization needs in, Southeast Asia, LATAM, MENA, Central Asia, or Africa.



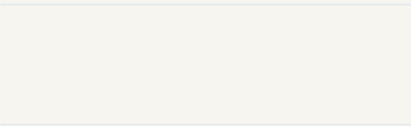
Reference
BB-04.1

Scenes



Notes

Notes



Section
01.1
Speaker proposal guide

Speaker Proposal Guide
Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

Status
APPROVED



WORKSHOP

WORKSHOPS

90 - min Interactive Workshop

Workshops are designed for attendees who want to do—not just listen.
We want participants to leave having built, tested, created, or practiced something.
Your workshop might involve:

- ✦ Building an AI workflow
- ✦ Creating a prompt or prompt system
- ✦ Designing a strategy
- ✦ Testing a tool
- ✦ Evaluating AI outputs
- ✦ Solving a real-world localization challenge
- ✦ Creating a framework or playbook

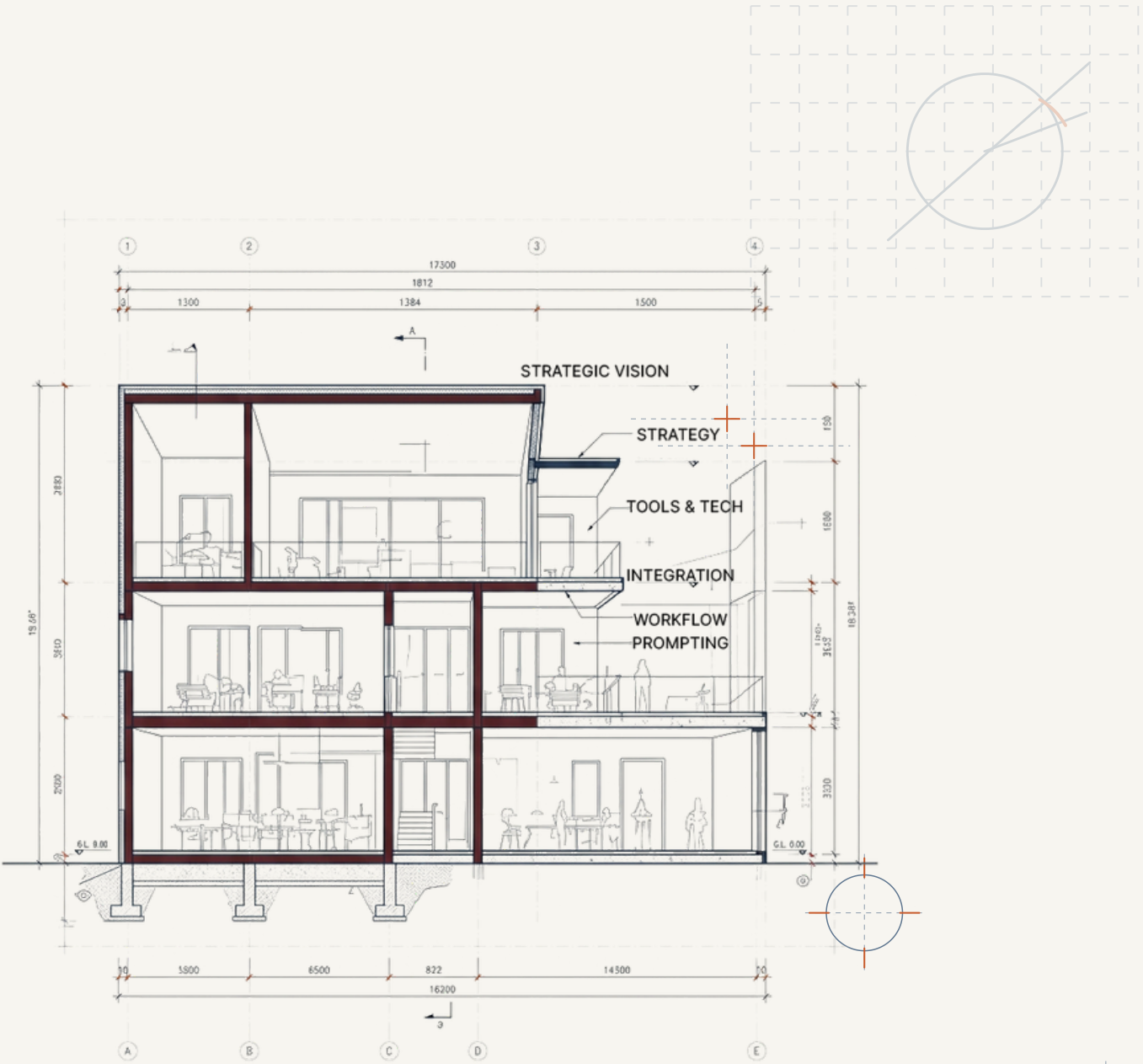
THE KEY QUESTION

What will attendees be able to build or do by the end of 90 minutes that they couldn't do before?

Notes

Your guide to preparing a speaker proposal

Reference	Scenes
BB-04.1	



Section
01.1
Speaker proposal guide

Speaker Proposal Guide
Your guide to preparing a speaker proposal



Drawing No.
BB-04.1

Revision
02

Date
Aug 2026

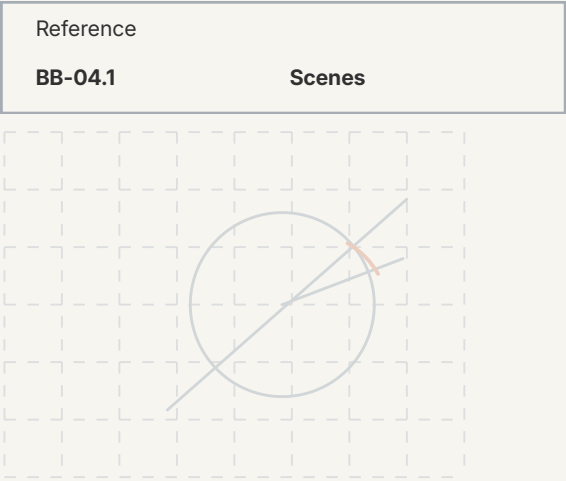
Status
APPROVED



WORKSHOP

SUBMISSION INSTRUCTIONS

What you'll need to prepare



WORKSHOP TITLE

What will you call your workshop?

ABSTRACT

What will attendees learn and why should they participate?

LEARNING OBJECTIVE

Complete:
At the end of this workshop, attendees will be able to...
Aim for 2–4 specific outcomes.

HOW WILL ATTENDEES INTERACT WITH THIS CONTENT?

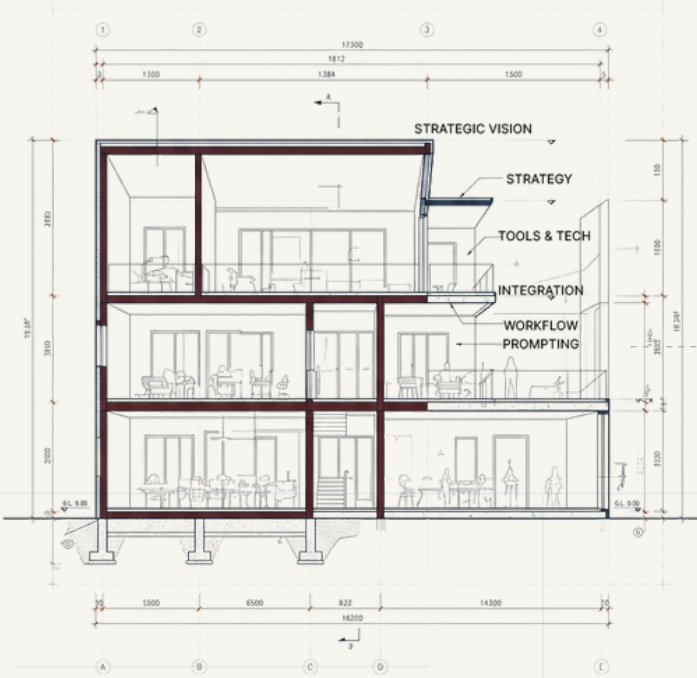
Explain what participants will actually do during the workshop.
For example:

- Complete an exercise
- Work through a scenario
- Build an AI workflow
- Test a tool
- Work individually or in groups
- Analyse and improve AI output

RESOURCES & TOOLS

What will attendees need to participate successfully?
Include:

- Required tools or platforms
- Account requirements
- Templates or datasets
- Materials
- Pre-work



Section

01.1

Speaker proposal guide

Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.

BB-04.1

Revision

02

Date

Aug 2026

Status

APPROVED



WORKSHOP

MINI-CHALLENGE

30 - min Interactive Build & Practice

The Mini-Challenge is a short, focused, hands-on experience.
Choose one specific challenge and give attendees the opportunity to practice solving it.

Think:

30 minutes → one challenge → one tangible outcome

Examples:

- ✦ Build a prompt
- ✦ Improve an AI-generated output
- ✦ Create a content workflow
- ✦ Solve a localization scenario
- ✦ Evaluate an AI output
- ✦ Build a simple AI-assisted process
- ✦ Experiment with a new tool

THE GOAL:

Attendees leave having created something, not simply learned about something. Practical versus theoretical.

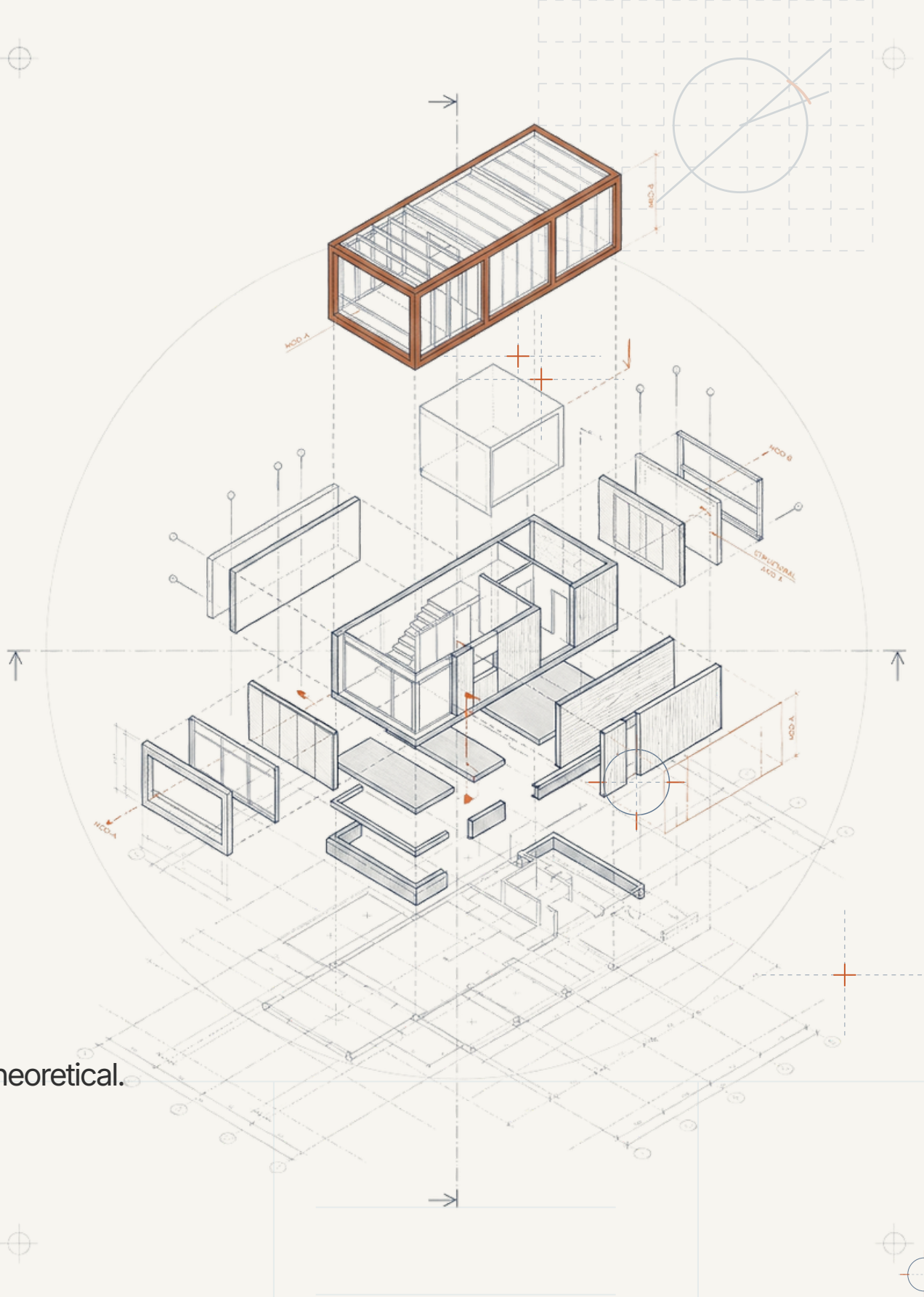
Notes

Your guide to preparing a speaker proposal

Reference

BB-04.1

Scenes

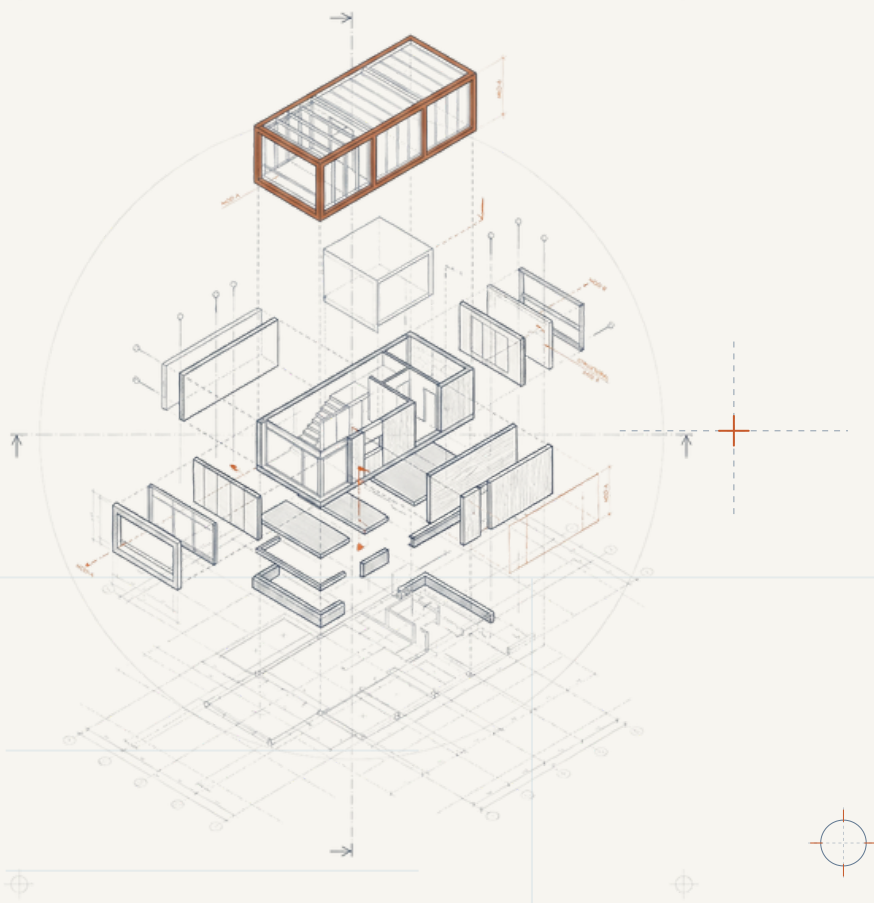
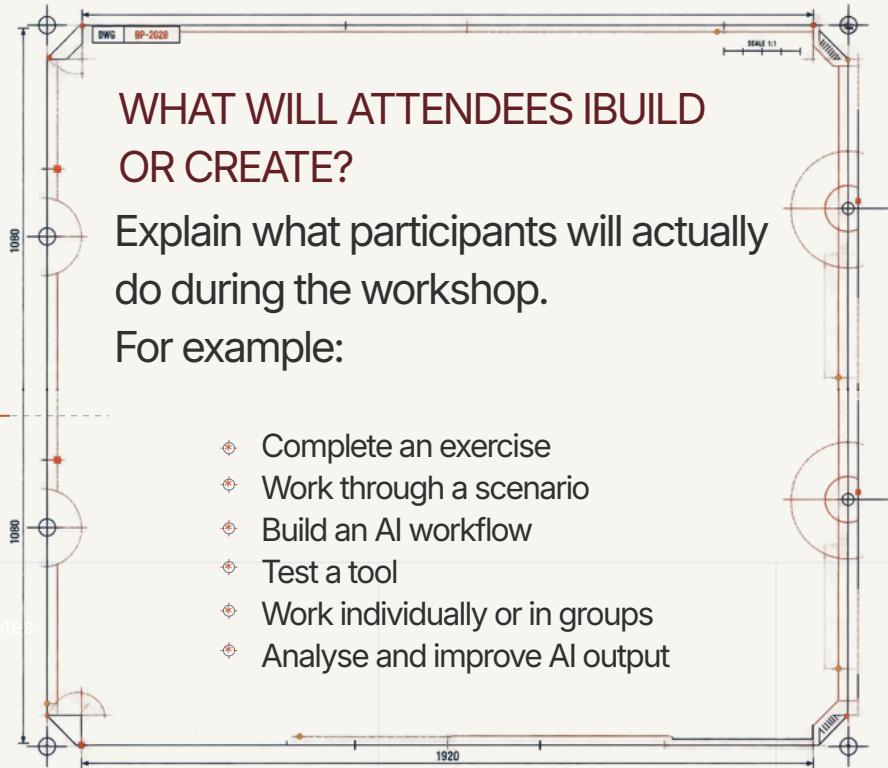
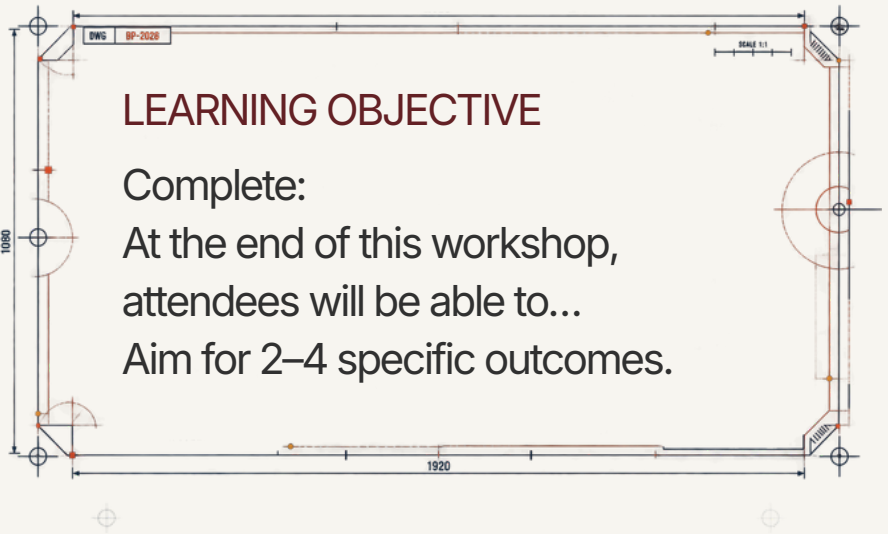
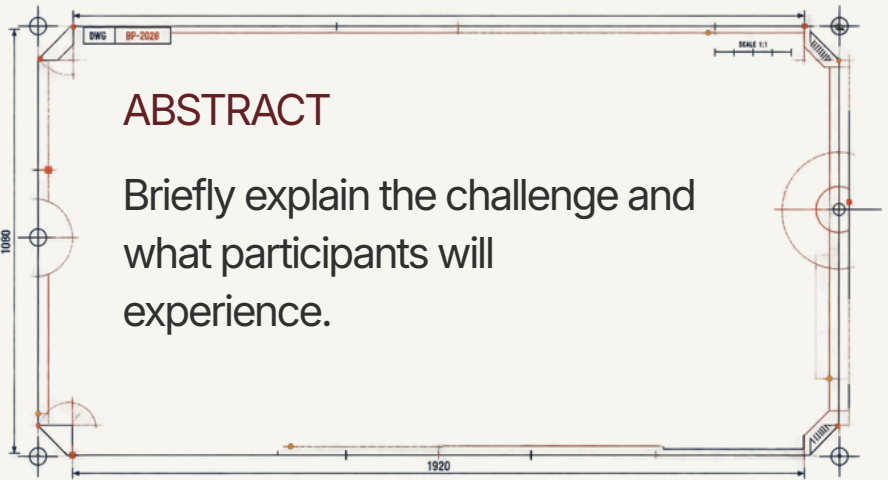
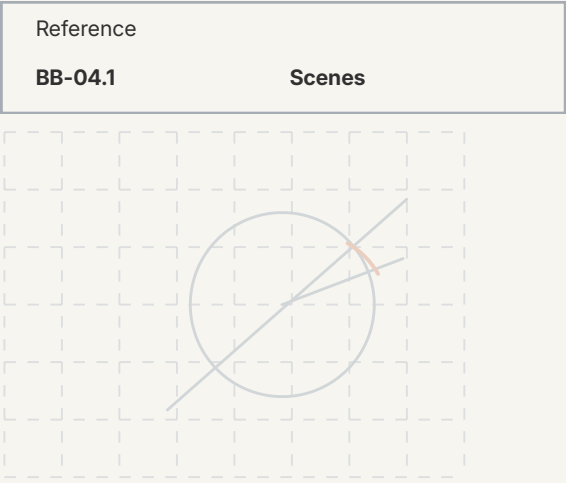




MINI-CHALLENGE

SUBMISSION INSTRUCTIONS

What you'll need to prepare



THE BUILDERS PLAYBOOK		THE BUILDERS PLAYBOOK NOV 2026	
NOVEMBER 2026 EDITION			
Section 01.1 Speaker proposal guide			
Speaker Proposal Guide Your guide to preparing a speaker proposal			
			
Drawing No. BB-04.1			
Revision 02			
Date Aug 2026			
Status APPROVED			
			

THE BUILDERS PLAYBOOK

WHAT MAKES A STRONG PROPOSAL?

Before you submit, ask yourself...

Reference

BB-04.1

Scenes

IS IT RELEVANT?

Does it connect to AI, localization, global content, or the systems supporting them?

IS IT PRACTICAL?

Can attendees apply something from your session?

IS IT SPECIFIC?

Does it focus on a clear idea, challenge, opportunity, or outcome?

IS IT ACTIONABLE?

Will attendees leave knowing what to do next?

IS IT INTERESTING?

Does it offer a perspective or approach attendees may not have heard before?

IS IT THE RIGHT FORMAT?

Would your idea be stronger as a presentation, Innovation Challenge, Workshop, or Mini-Challenge?

Notes

Your guide to preparing a speaker proposal

Legend

Principle in action

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THE BUILDERS PLAYBOOK

NOVEMBER 2026 EDITION

Section

01.1

Speaker proposal guide

Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.

BB-04.1

Revision

02

Date

Aug 2026

Status

APPROVED



Reference

BB-04.1

Scenes

TELL US WHAT YOU ACTUALLY KNOW

Real Experience > Generic AI Commentary

We are especially interested in real-world experience.

TELL US ABOUT:

What you're building

What you've implemented

What you've tested

What worked

What didn't work

What surprised you

What you would do differently

What you're learning

Notes

Your guide to preparing a speaker proposal

Legend

Principle in action

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SCALE 1:1

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DON'T JUST TELL US:

"AI is transforming localization. It's crazy/amazing..."

TELL US:

"This is the problem we had. This is what we did to fix it. Here's how we used AI to change this process, and here's what happened."

THE BUILDERS PLAYBOOK

NOVEMBER 2026 EDITION

Section

01.1

Speaker proposal guide

Speaker Proposal Guide

Your guide to preparing a speaker proposal



Drawing No.

BB-04.1

Revision

02

Date

Aug 2026

Status

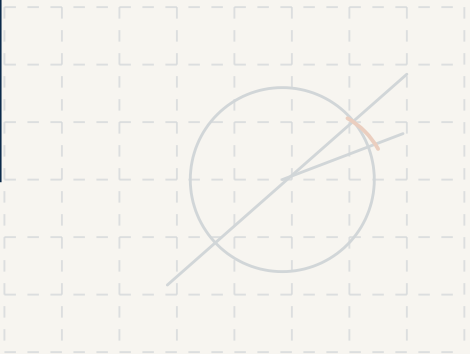
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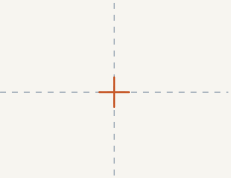


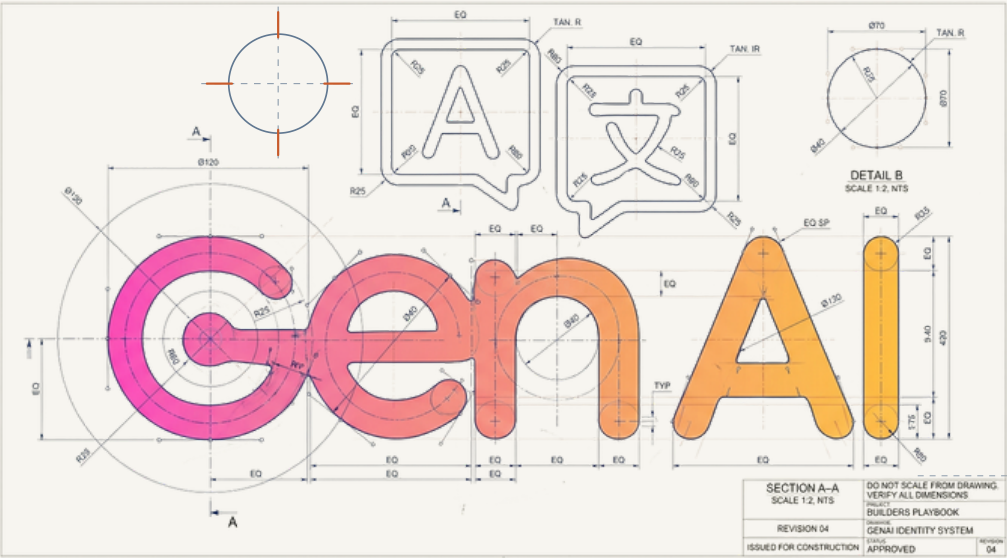
Reference

BB-04.1

Scenes







PREPARING YOUR SUBMISSION

Before you submit

Use this guide as a reference while preparing your proposal.

Make sure your submission clearly communicates:

01

What is your idea?

What are you proposing?

02

Who is it for?

Who will benefit most?

03

Why does it matter?

What problem, opportunity, or question does it address?

04

What will attendees take away?

What will they know, do, build, or understand?

05

Why are you the person to deliver it?

What experience or perspective makes your contribution valuable?

06

Why this format?

Why is this idea best suited to the format you've selected?

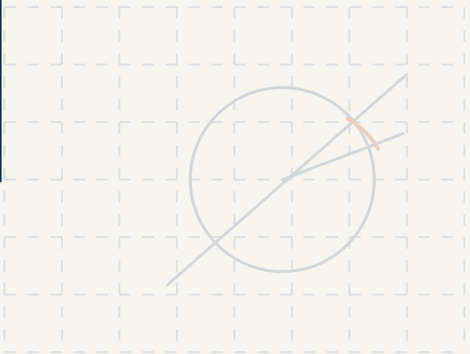
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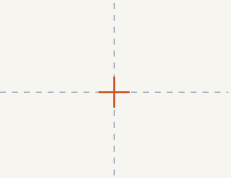
Notes

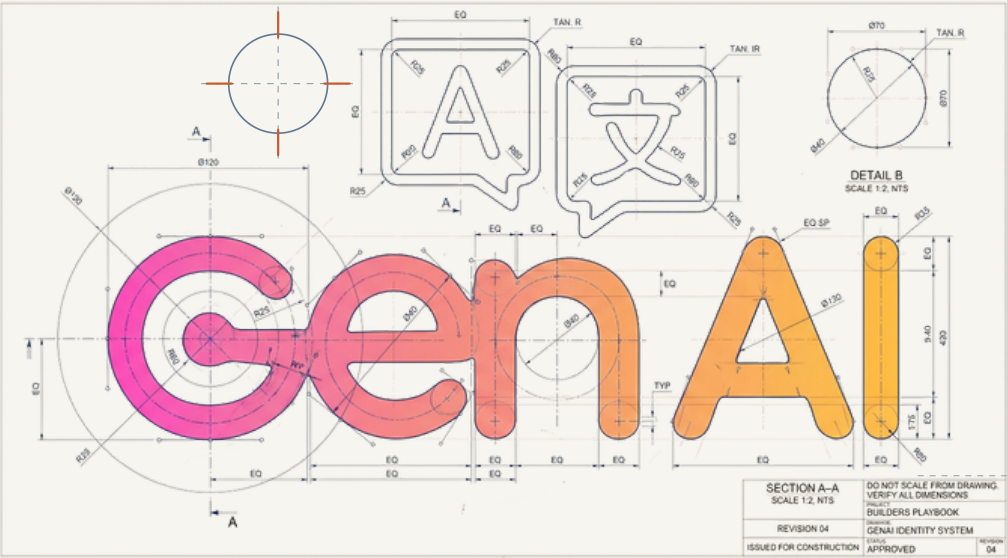
Your guide to preparing a speaker proposal

Legend

Principle in action













READY TO SUBMIT?

We want to hear from you!

Start with the problem, experiment, system, insight, or innovation you want to share.
Then choose the format that will help attendees experience it, not just hear about it.



Notes
Your guide to preparing a speaker proposal

