Google Cloud AI Hackathon: Conversational Products & Video Production

Theme: Build the Future of Interaction & Media with AI

Date: May 6 & 7, 2025

Location: Google Safety Engineering Center, Erika-Mann-Str. 33, 80636 München

Hosted by: Google Cloud & BR "AI for Media Network"

Welcome Innovators!

Get ready for two intensive days of collaboration, learning, and building cutting-edge AI solutions. Join fellow developers, creators, and industry experts to explore the potential of conversational AI and AI-driven video production using Google Cloud tools.

Day 1: Ideation & Building (9:00 AM - Midnight)

- **9:00 - 9:45 AM: Arrival, Check-in & Morning Coffee**

    - Arrive at the Google office, pick up your badge, and grab some coffee.
    - Meet fellow participants, partners, and the Google Cloud team. Find a spot and get settled.
- **9:45 - 10:00 AM: Official Welcome & Kick-off**

    - Welcome words by Robert Richter (Head of Media & Entertainment Partnerships EMEA, Google), Katja Wildermuth (BR Director), Bernd Oswald (Manager AI for Media Network), Max Bender (Enterprise Account Manager, Google Cloud)
    - Hear from Google Cloud and the AI for Media Network as we officially launch the hackathon.
    - We'll set the stage, cover logistics, and get you excited for the challenge ahead!
- **10:00 - 10:30 AM: Use Case Pitches & Team Formation**

    - **Use Case Overview:** Following the remote "use case presentation" session on April 30, we'll reserve some time for you to briefly pitch your hackathon idea (1 minute) and to attract any undecided attendees to join

your team. If you didn't get the chance to attend the mandatory remote session, please watch the recording.
  - **Team Up!:** Mingle, discuss ideas, and form your teams (aim for 4-7 members). This is your chance to collaborate with diverse skills.
- **10:30 AM - 1:00 PM: Hackathon Commences - Concept & Setup**

  - Find your team's workspace.
  - Refine your project scope, define your Minimum Viable Product (MVP) for the hackathon.
  - Set up your development environments with support from our technical mentors.
  - Google Cloud experts and partners are available to answer initial questions.
- **1:00 PM - 2:00 PM: Networking Lunch**

  - Refuel with a complimentary lunch provided on-site.
  - Continue discussions with your team or network with other participants and mentors.
- **2:00 PM - 6:00 PM: Afternoon Hacking Session**

  - Deep dive into building your solution! Code, design, train models, and integrate services.
  - Technical mentors from Google Cloud and partners will be circulating, ready to assist with roadblocks and provide guidance on architecture and tools (Vertex AI, Gemini, Video AI, etc.).
- **6:00 PM - 6:30 PM: Coffee Break & Stretch**

  - Quick break to recharge before the evening session.
- **6:30 PM - 9:00 PM: Evening Hacking & Pizza Power-Up!**

  - Continue the momentum. Focus on core features and tackling technical challenges.
  - **Pizza arrives!** We'll provide dinner for those coding into the evening.
- **9:00 PM - Midnight (Optional): Late-Night Hacking**

  - For the night owls! The space remains open for teams who want to keep pushing forward.

- Mentors may have limited availability during this late slot, but core infrastructure support remains.
- **Midnight: Day 1 Official Close**

  - Time to wrap up for the day. Get some rest – you'll need it for the final push tomorrow!

Day 2: Final Sprint & Showcase (9:00 AM - 7:00 PM)

- **9:00 - 9:30 AM: Welcome Back Coffee & Day 1 Recap**

  - Grab some morning coffee.
  - Quick check-in: We'll share any important announcements and recap the plan for Day 2.
- **9:30 AM - 1:00 PM: Morning Hacking Sprint**

  - Hit the ground running! Focus on completing your MVP, refining features, and fixing bugs.
  - Mentors are available for targeted support and final troubleshooting. Think about your final presentation!
- **1:00 PM - 2:00 PM: Working Lunch**

  - Enjoy another complimentary lunch while coordinating final tasks with your team.
- **2:00 PM - 3:00 PM: Final Development & Presentation Prep**

  - **Coding Freeze Approaching!** Wrap up core development. Focus on polishing your demo and preparing your presentation slides.
  - Practice your pitch – clearly articulate the problem, your solution, the AI components used, and what you achieved.
- **3:00 PM: HACKING STOPS / CODE FREEZE**

  - No more code changes! Finalize your presentation and ensure your demo is ready.
- **3:00 PM - 5:00 PM: Project Showcase & Presentations**
  - Introduction by Thomas Hinrichs (BR Information Director)

- ○ Showtime! Each team presents its project to the audience and judges.
- ○ Presentations will be strictly timed (e.g., 5 minutes demo/presentation + 2 minutes Q&A - *final timing depends on the number of teams*).
- **5:00 PM - 5:45 PM: Judging Deliberation & Networking Break**

  - ○ While the judges review the amazing work and decide on the winners, grab a drink and start networking. Share your experiences from the hackathon.
- **5:45 PM - 6:15 PM: Award Ceremony**

  - ○ The moment we've all been waiting for! We'll announce the winning teams based on criteria like innovation, technical execution, potential impact, and presentation quality. Prizes will be awarded!
- **6:15 PM - 7:00 PM (and onwards): Celebration & Networking Reception**

  - ○ Let's celebrate everyone's hard work!
  - ○ Enjoy drinks, finger food, and great conversations with fellow participants, mentors, partners, and the Google Cloud team.
  - ○ Continue networking and exploring potential collaborations.
- **~7:00 PM: Official End of Hackathon**

Important Notes:
- **Bring your own laptop and charger.**
- Reliable Wi-Fi will be provided.
- Food and drinks (coffee, water, softdrinks, lunch both days, Day 1 pizza dinner, Day 2 reception) are included.
- Technical mentors and support staff will be available throughout the hacking sessions.
- Be prepared to learn, collaborate, and have fun!

We can't wait to see what you build!