



> FOR SOCIETY

# FONTYS AI CAMPAIGN HACKATON



FONTYS ECONOMIE TILBURG

# Dear Student,

We are delighted to extend a warm welcome to you for the Fontys AI Hackathon, an exciting event that promises to be a thrilling journey into the world of artificial intelligence and campaign building.

**We're stoked that you've signed up for this event! Get ready for an epic experience because students from all over, like Valencia, Prague, Boekarest and Paris, are jumping on board. It's going to be a total blast with such a diverse crew, setting the stage for some seriously cool innovation and collaboration. Let's make some magic happen together!**

During the hackathon, you will actively work with emerging AI applications that are reshaping marketing communication. Through hands-on sessions, you will experiment with tools that move quickly from idea to execution. One of the key techniques you will explore is vibecoding, which enables you to build with natural language rather than traditional code. You will learn how to create a working prototype of an app or website and translate that concept into a commercially relevant solution that fits naturally within the full customer journey.

In addition, you will work with virtual humans and explore how digital personas can be used in branding, communication, and customer interaction. You will test how these virtual humans function across different touchpoints and how they can strengthen engagement and storytelling within a campaign. By the end of the hackathon, you will not only have built tangible prototypes but also gained practical insight into how these AI-driven concepts can create real value for clients.

**Here's a brief overview of the program:**

## The Program: Virtual Component:

### 23rd of March:

- 13:00-14:00: Kick-off briefing with the client
- 14:00-15:00: Meet your project group

### 24th of March:

- 1-hour coaching session with your assigned coach (An invitation will follow)

## Physical Event:

### Location:

- Tilburg @ [Fontys Stappegoor Campus \(P8\)](#)

### Dates:

- 19th to 24th April 2026

**Preparations:** Your enthusiasm is all that's required! Please make necessary travel arrangements with the assistance of your home university.

**Credits:** Upon successful completion of the program, you'll be eligible for 3 ECTS credits. Please liaise with your home university regarding accreditation.

**Costs:** Participation in the program itself is free of charge. However, travel, accommodation, and potential Erasmus+ funding are to be arranged by your home university. Daily lunches will be provided, along with opening and closing dinners at the beginning and end of the week.

We're excited to embark on this journey with you and look forward to witnessing your creativity and ingenuity in action. Should you have any queries or require further assistance, please don't hesitate to reach out to us.

Warm regards,

**Fontys AI Campaign Hackathon team**

# Schedule virtual

## AI Hackaton

Day	Schedule virtual	Location
Monday March 23 <sup>th</sup> 2026	<p><b>13.00-14.00: Kick-off BIP FACH</b></p> <ul style="list-style-type: none"> <li>• Introduction participating Universities</li> <li>• Introduction Client</li> <li>• Introduction Brief &amp; Program</li> <li>• Introduction Teams &amp; Coaches</li> </ul> <p><b>14.00-15.00: Get to know your team</b></p>	<p><b>Online</b></p> <p>Microsoft teams</p>
Wednesday March 24 <sup>th</sup> 2026	<p><b>Time to be announced: 1-Hour coaching session</b></p> <ul style="list-style-type: none"> <li>• Get to know your coach</li> <li>• Discuss desk research (pre-work for the Hackathon)</li> </ul>	<p><b>Online</b></p> <p>Microsoft teams</p>

# Schedule @Fontys

## AI Hackaton

April 19th - April 24th 2026

Fontys Economische Hogeschool(FET) Prof.

Goossenslaan 1 Campus Stappegloor (P8)

Day	Schedule arrival	Location
Sunday April 19 <sup>th</sup> 2026	<ul style="list-style-type: none"> <li>• Arrival in the Netherlands</li> <li>• Check-in at Hotel</li> </ul>	
Monday April 20 <sup>th</sup> 2026	<p><b>07.30: Departure to KLM HQ</b></p> <p><b>09.30: Kick off BIP + KLM--&gt; Jordie Knoppers + Joep Peeters</b></p> <p><b>11.00-12.00: Kill the brief</b></p> <p><b>12.00 - 12.30: Lunch</b></p> <p><b>12.30 - 13.15: Kill the brief - Breakout rooms</b></p> <p><b>13.15: Departure to Schiphol</b></p> <p><b>16.30: Back to Tilburg</b></p>	<p><b>KLM + Schiphol</b></p>
Tuesday April 21 <sup>th</sup> 2026	<p><b>09.30: Opening day 2 - Lecture Bart Wernaart + Q&amp;A TV studio</b></p> <p><b>10.15-12.15: VIBE coding --&gt; Jos Vonk</b></p> <p><b>12.15-12.45: Branding --&gt; Benjamin Edouard Dieu</b></p> <p><b>12.45-13.45: LUNCH</b></p> <p><b>13.45-17.00: FEHTEX day (Storytelling)</b></p> <p><b>18.00 - 20.00: Evening activity</b></p>	<p><b>FET</b></p> <p>Room no 2.11</p>

See next page...

# Schedule @Fontys

## AI Hackaton

April 19th - April 24th 2026

Fontys Marketing & Communication (FMC)

Prof. Goossenslaan 1 Campus Stappegoor (P8)

Day	Schedule arrival	Location
Wednesday April 22 <sup>th</sup> 2026	<b>09.30: Opening day 3</b> <b>09.45: Inspirational lecture VIBE coding --&gt;Bas Kroontje</b> <b>10.30-12.30: Guided work VIBE coding</b> <b>12.30-13.30: LUNCH</b> <b>13.30-16.00:Workshop Virtual Humans --&gt; Berrie Goossens</b> <b>16.00-17.00: Pitch status to coaches</b>	<b>FET</b>  Room no 2.12
Thursday April 23 <sup>th</sup> 2026	<b>09.30: Opening day 4 + inspirational lecture by Mao Lin Liao</b> <b>10.00-12.00: Dedicated worktime - prepare critique session</b> <b>12.00 -13.00: Lunch + Podcast --&gt; Paul Duxbury</b> <b>13.00-13.45: Talk by Paul Duxbury</b> <b>13.45-16.00: Critique session/iterative testing</b> <b>16.00-17.00: Pitch status to coaches</b>	<b>FET</b>  Room no 2.11
Friday April 24 <sup>th</sup> 2026	<b>09.30: Opening day 5</b> <b>10.00-12.00: Teamwork: finalize product</b> <b>12.00-13.00: LUNCH</b> <b>13.00-15.00: Teamwork: finalize product + Pitch</b> <b>15.00-17.00: Pitches @TV studio + live stream YouTube</b> <b>19.00: Dinner &amp; Drinks</b>	<b>FET</b>  Room no 3.17

Hope to see  
you soon!



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