Machine Learning Crash Course

Communications Plan

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Announcement email
Audience: Potential attendees of community/university
Date: 3 weeks before the event
Subject: Be part of Google's Machine Learning Study Jam | Date of the event

Hi there!

We're excited to bring Google's Machine Learning Study Jams to you. This program is intended for those who wish to learn ML from a practical, applied perspective that will enable them to use machine learning in their projects, and who wish to benefit from the power of TensorFlow wrapped in convenient higher-level abstractions. This program not only focuses on training ML but also on building ecosystem for ML enthusiasts. This is a great opportunity for you to gain some practical experience in ML,TensorFlow and to meet/learn/work with like minded people.

What?
Machine Learning Crash Course Study Jam - Study Jams are community-run study groups for developers on Google Developers content, on various product topics.
When? Mention Date and time
Where? Add location
How? Register

About the program
A Facilitator, trained by us, will walk you through MLCC, it's modules and basic ML concepts. Additionally, the facilitator will help you with modules which covers practical pieces/exercises and troubleshooting and

pieces of the content where you are struggling. The course is open to all, so you can complete the remaining modules as a self-study after the session.

This program will be suitable for you, if:

- You are a strong programmer
- Ideally, you are at least somewhat familiar with Python. You don't need to be an expert.
- Ideally, you know at least a little about linear algebra and calculus.

Course Covered

Machine Learning Crash Course with TensorFlow APIs

Other requirements?

Additionally, we'd need you to bring:

- Your laptop and charger. You will need this to go through the online course.
- Pen & paper (or any other preferable option if you plan to take notes)
- A can-do attitude!

Interested to be a part of it? Register to become a participant

Selected participants will receive an email from Google with the details of the study jam nearest to you & the facilitator you have been paired with. **Filling up this form doesn't guarantee a confirmation.**

Thanks!
XXX

Confirmation email
Audience: confirmed students
Date: 2 weeks before the event
Subject: Important: Google's Machine Learning Study Group | Date of the event

Hello,

We hope this email finds you well! If you're receiving this email, we are looking forward to meeting you during Google's Machine Learning Crash Course ML Study Jam, hosted at location. See below some relevant information:

The Basics

- **What**? Google's Machine Learning Crash Course with TensorFlow APIs
- **When**? Date and time / timeline
- **Where**? Insert the address

Format of this course

We will be walking you through MLCC, it's modules and basic ML concepts. Additionally, we will have you go through selected modules of the course, with a teaching assistant guiding you in course's practical pieces/exercises and troubleshooting and pieces of the content where you are struggling. The course is open to all so you can complete the remaining modules as a self-study after the session.

Other requirements? Additionally, we'd need you to bring:

- Your laptop and charger. You will need this to go through the online course.
- Pen & paper (or any other preferable option if you plan to take notes)
- A can-do attitude!

Pre-Requisites and Pre-Work

- Please have a look at the course pre-work to make sure you come ready to start the course.

Course Agenda & Equipment

- The course will be starting at [time] sharp, finishing around [time]
- Please bring your own laptops and make sure you have a thorough look at the course pre-work.

We look forward to meeting you very soon!

Regards,
XXX

Reminder email
Audience: confirmed students
Time: 1 day before the event
Subject: Reminder: Google's Machine Learning Study Group | Date of the event

Hello,

We're only a day away from starting Google's Machine Learning Course, hosted at Location.

We wanted to send you a few reminders before the day comes:

- **Plan to arrive before insert time.**
- If you are bringing your own device, **make sure you have checked the Hardware requirements** in the pre-work. Also, remember to bring **headphones,** since we will have multiple videos in the course that you can listen to independently!
- **Review the concepts we list in the Pre-Work** to make sure you'll be ready to tackle this course head-on!

Let us know if you have any questions!
Regards,
XXX

Week 1 email
Audience: confirmed students
Time: At start 1st week
Subject: Reminder: Week 1 - Google's Machine Learning Study Group | Date of the course

Hello all,

Thanks for attending ML Study jam kick-off event yesterday. As discussed at the event, you have four weeks to complete the whole course and we will try our best to support you throughout the month.

Here're some points to help you getting started with the self-study:

- You can access the course content at: https://g.co/mledu/studyjams-IN
- The course exercises can be tried with three different formats: One click solution (hosted datalab), docker and cloud platform. The 'exercise' tab on the website already shows the guidelines for using docker and cloud formats.
- However, we've developed a simple one click solution (which so far works the best) to try out exercises. You can try out exercises in one click solution format at https://colab.research.google.com/ml. We strongly recommend you to use this setup, to avoid any version or installation problems.
- Even though you have all the flexibility to define your learning pace and projects you plan to work during this time, to keep everyone on track we have set minimum number of topics you all to complete this week.

Sr. No	Week 1 -
1	Introduction to ML(3 min)
2	Framing(15 min)
3	Descending into ML(20 min)
4	Reducing Loss(60 min)
5	First Steps with TensorFlow(60 min)
6	Generalisation(15 min)
7	Training and Test Sets(25 min)

You're all set to start your journey to learn ML. All the very best!
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XXX

Week 2 email
Audience: confirmed students
Time: At start 2nd week
Subject: Reminder: Week 2 - Google's Machine Learning Study Group | Date of the course

Hello all,

Great work friends, for having completed the topics for the first week of MLCC Study Jams. "Ah. I couldn't complete all the topics." Is that on you mind too? Worry not, you can catch up this week. We have fewer topics to cover this week giving you time to complete your backlog.

Here're some points to help you with the self-study:

- You can access the course content at: https://g.co/mledu/studyjams-IN
- Playground exercises: https://colab.research.google.com/ml
- Topics for week 2 are:

Sr. No	Week 2
1	Validation(40 min)
2	Representation(65 min)
3	Feature Crosses(70 min)
4	Regularization: Simplicity(40 min)

Make sure to complete all the hands-on exercises to learn the most. All the very best!
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XXX

Week 3 email
Audience: confirmed students
Time: At start 3rd week
Subject: Reminder: Week 3 - Google's Machine Learning Study Group | Date of the course

Hello all,

Pheww! That was a long week with lots of hands-on exercises to work on. Right? We really appreciate your commitment to learn. Now that you have completed most of the topics and have got used to working with

exercises it is will get more interesting as you dig into the next topics. We will support you as much as we can.

Here're some points to help you with the self-study:

- You can access the course content at: https://g.co/mledu/studyjams-IN
- Playground exercises: https://colab.research.google.com/ml
- Topics for week 3 are:

Sr. No	Week 3
1	Logical Regression(20 min)
2	Classification(90 min)
3	Regularisation: Sparsity(45 min)
4	Introduction to Neural Networks(55 min)

Let's keep the learning spirit glowing. All the very best!
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XXX

Week 4 email
Audience: confirmed students
Time: To start 4th week
Subject: Reminder: Google's Machine Learning Study Group | Date of the course

Hello all,

A big Thumbs up to you! Great going guys for keeping up the pace till the fourth week. We just have a few more topics to cover before we can relax and pat our backs.

Here're some points to help you with the self-study:

- You can access the course content at: https://g.co/mledu/studyjams-IN
- Playground exercises: https://colab.research.google.com/ml
- Topics for week 4 are:

Sr. No	Week 4
1	Training Neural Nets(40 min)
2	Multi-Class Neural Nets(50 min)

3	Embeddings(80 min)
4	ML Engineering(31 min)
5	ML Real World Examples(12 min)

Let's make the most of the last week. All the very best!
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XXX

Feedback email
Audience: attendees of the course
Time: Last feedback mail
Subject: Feedback: Google's Machine Learning Study Group | Date of the course

Hello all!

Congratulations on successfully completing Machine Learning Crash Course at the MLCC Study Jam held from *Start Date* to *End Date* at **Location** with us. We appreciate your learning spirit and commitment. Please share your learning and Eureka moments with us though this quick survey

Next steps:
Here are a few resources for your next steps: TensorFlow | Competitions | TF Twitter Channel

We hope you made the most of the time spent and this program has motivated you do more in ML space.
We would love to hear your success stories that you would have achieved because of this course in the future.

Thanks,
Facilitator Name