

AWS  
re:Invent

NOV. 29 - DEC. 3, 2021 | LAS VEGAS, NV

# **Introverts** Attendee Guide 2021

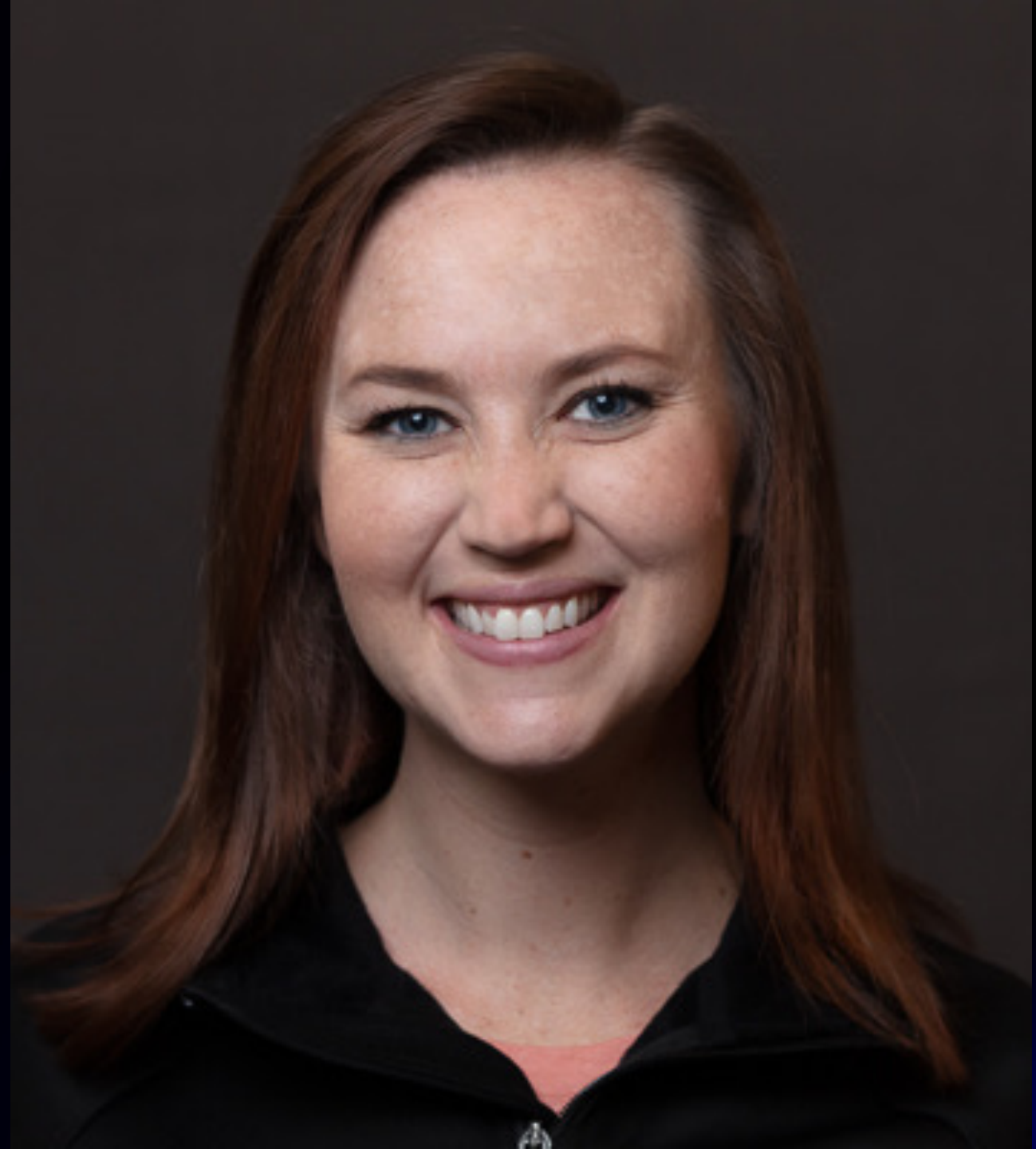
# Welcome!

Hello, I'm Margaret Valtierra! AWS re:Invent is the most wonderful time of the AWS year. Each year there are more services, more attendees, and even more topics to explore. It can be completely overwhelming and exhausting if you're an introvert like me.

Introverts are not necessarily shy and antisocial. From *Quiet: the Power of Introverts in a World that Can't Stop Talking*, author Susan Cain writes, "introversion is really about having a preference for lower stimulation environments. So it's just a preference for quiet, for less noise, for less action. Whereas extroverts really crave more stimulation in order to feel at their best."

Fear not! This introvert has been to re:Invent and survived. My advice is to concentrate on topics you care about. Harness both the breadth and depth of re:Invent session topics. Allow time to recharge and learn, but save time to share and socialize. Connect to the thousands of fellow AWS enthusiasts without getting burned out.

**Program Manager**  
**Morningstar**



# Breakout sessions



Sessions are ideal for diving into new services and exploring intermediate topics. Look for “deep dive” in the title!

Explore sessions and topics that will impact your next project. You can guide teams in future projects with help from your re:Invent research.

**STG303**

## Deep dive on Amazon EFS

I need to quickly catch up on what is new in Amazon EFS and how to guide internal teams to use this AWS technology. A deep dive session may go over my head, but I can return armed with ideas.

In this session, learn about Amazon Elastic File System (Amazon EFS) serverless storage, enabling you to share file data with no provisioning or management required. Learn how to select applications and workloads that can benefit from Amazon EFS's massive scale, features, and benefits. Leave this session with important details about security, scale, performance, management, storage classes, and data lifecycle management.

**COP203**

## Cost control and governance at scale

Join my colleague, Katelyn Decraene, to hear the incredible work she does to track, audit, and share cost optimization with over 150 teams. AWS cost controls have come a long way in just a few years.

Govern cloud usage and avoid cost surprises, all without slowing down innovation within your organization. In this session, learn how to set up guardrails, such as auto-cost-control actions in AWS Budgets or the ML-powered product AWS Cost Anomaly Detection. Discover the latest enhancements in the cost-control space, and learn how you can establish these safeguards to let your builders focus on what they do best—build!

**Katelyn Decraene is a featured speaker!**

## COM303

## Be prepared: Security is shifting left

Jump into GitOps, immutable infrastructure, and security in deployments with this community-sourced talk. Plus, learn from the experience of others, and see how AWS tools can help your teams not reinvent the wheel.

In this session, learn about a variety of security topics that are increasingly relevant in a developer workflow. Discover security responsibilities related to AWS CodePipeline, which are more prevalent as GitOps is becoming more common. Dive deep into challenges with remote shell access (SSH/RDP), dangers of configuration drift, and benefits of immutable infrastructure. Learn about Amazon Inspector and how it can protect AMIs and instances. Finally, understand how to approach AWS Security Hub findings.

## COM204

## Building data lakes in highly regulated markets

A real-life use case from a community member hits all the areas: lessons learned, compliance, scale, and data management.

Building a data lake on historic weather information is easy. Building a data lake for a bank in Europe or the government is a different matter. In this session, learn best practices implemented for customers in highly regulated markets. Dive deep into the overall architecture of a data lake built using cloud-native tools such as AWS Lake Formation and AWS Glue. Finally, discover answers to questions such as which tools are used to ingest various data sources into a data lake? How do you clean the data and make sure all metadata is in place? How do you make a data lake GDPR compliant?

## DOP402

## Automating cross-account CI/CD pipelines

Building the first Amazon EC2 is easy. Now how do you manage, track, scale, and audit deployments across organizations, environments, and accounts? I'm definitely taking notes to bring back to the team.

When building out the deployment strategy for your applications, it's important to consider a multi-account environment approach. This not only limits your area of impact but also offers better modularity, security, and governance. In this session, dive deep into various considerations and best practices for implementing a multi-account environment using infrastructure as code (AWS CDK). Review the typical AWS deployment pipelines using services like AWS CodeDeploy and AWS CloudFormation to deploy applications across different environments in separate AWS accounts.

## COP202

## Improving cost visibility and allocation

Cost controls in the cloud is job zero, but teams and builders need visibility to understand cost implications. Transparency and accountability come next in the journey to cost optimization. Plus, the new AWS CUR is a powerful tool once configured!

Improve financial transparency and define a cost-allocation strategy tailored to meet the complex needs of your business. Join this session and learn how to organize cost and usage for even the most complex of organizations across dimensions specific to your workload. Through AWS products such as AWS Cost Explorer, AWS Cost & Usage Report, AWS Cost Categories, and AWS Application Cost Profiler, you can establish the necessary cost visibility and accountability within your organization and start running your IT shop like a business.

## BOA201

## 15 years of AWS with Jeff Barr

If you haven't seen Jeff Barr in person yet, he is a great presenter. This look back will help you appreciate how far we've all come in the cloud.

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist at AWS, has been at Amazon even longer! In this breakout session, have a chat with him about how AWS was born, how the developer experience has evolved over the years, and how customers keep surprising us with their amazing projects. Along the way, Jeff also answers questions sent by the developer community and shares lessons on how to best build on AWS. Last but not least, go back in time as Jeff demos AWS as it was in 2007.

# Interactive sessions

Interactive sessions (builders' sessions, chalk talks, and workshops) are a great way to both dive deep and connect with fellow AWS users. The real value of attending re:Invent is connecting to fellow AWS users and experts.

**COP322**

## Best practices for operational excellence

Operational excellence is more of an eternal pursuit rather than an end state. Check in with your organization's operating processes and practices and review what AWS tools can get you there faster. Everyone should be familiar with Amazon CloudWatch and AWS CloudTrail for this builders' session.

In this builders' session, dive deep into how to use AWS cloud operations services to maintain operational excellence in a modern enterprise. Discover the many options available, such as automation through services like AWS Systems Manager, configuration compliance via AWS Config, maintaining observability and auditability with Amazon CloudWatch and AWS CloudTrail, and more.

**SEC307**

## Integrating AWS IAM Access Analyzer into CI/CD pipelines

For me, learning a new security concept requires a hands-on session with the tools. I am excited to set aside time to work with AWS CloudFormation and AWS IAM Access Analyzer in this workshop.

Want to analyze AWS IAM policies at scale? Want to help your developers write secure IAM policies? This workshop provides you the hands-on opportunity to run IAM Access Analyzer policy validation on your AWS CloudFormation templates in a continuous integration/continuous deployment (CI/CD) pipeline.

**ARC315**

## Talking cost optimization

Cost optimization is important to every organization, but everyone has different, competing priorities. Learn what AWS experts recommend and listen in for the audience questions in this chalk talk.

Have you been looking for ways to improve your cost and optimization reporting? In this chalk talk, explore different strategies and mechanisms to improve cost reporting and optimization. Learn how to build dashboards that can help you understand your AWS spending and how to then optimize your budget through improving workload efficiency.



COP318

## Best practices for effective application management on AWS

In this chalk talk, learn how to best track and audit your growing AWS resources with the support from AWS-native tools.

This chalk talk introduces best practices for end-to-end management of the resources within applications. Dive deep into how to use AWS CloudTrail to organize resources as they are created and AWS Service Catalog App Registry applications using tags and tag-based resource groups. Explore attribute-based access control for managing applications, and learn about AWS Systems Manager Application Manager to monitor operational and compliance status and execute runbooks against your application. Discover how to synchronize console and API changes to your AWS CloudFormation stacks, and learn how to use synchronized stacks to redeploy a clone to a new environment, migrating from manually created resources.

CON307

## GitOps as continuous operating model

I've been overdue to get really hands-on with GitOps and Amazon EKS. Now is my chance to build and learn, hopefully absorbing knowledge from this workshop and the folks sitting near me.

In this workshop, learn how you can reliably deploy and manage your Kubernetes clusters and applications by adopting GitOps workflows. The workshop starts with a quick overview of what GitOps is and then moves to hands-on experience by building a reference environment using Amazon EKS. From there, work through enabling automated deployments, provisioning and configuring cluster infrastructure, and managing AWS cloud resources such as storage components and database instances. The goal of this workshop is to show you how to adopt GitOps as part of your own development environment and to leave you with some guidance that enables a smooth adoption in your teams.

## AWS Jams and GameDays

Ok so it's not a session or a workshop but GameDays are seriously fun, intense, and a great way to meet folks.

GameDays are collaborative learning exercises that test skills in implementing AWS solutions to solve real-world problems in gamified, risk-free environments. These are completely interactive opportunities for technical professionals to explore AWS services, architecture patterns, best practices, and group cooperation without step-by-step instructions.

AWS Jams are immersive engagements that up-level your AWS and partner services skills through interactive, real-world scenarios. Jams allow you to identify your strengths, areas of improvement, and provide you with the ability to work together in teams or through self-assessment challenges.

CMP214

## Run containerized workloads on AWS Graviton2 for better price-performance

Graviton2 is exciting and powerful, but what does it mean for all my existing workloads? Definitely taking screenshots of slides from this chalk talk.

AWS Graviton2 processors are custom built by AWS to enable improved price-performance for workloads in Amazon EC2. Instances powered by Graviton2 processors can provide up to 40 percent better price-performance over comparable x86-based instances for a wide variety of workloads. Containerized applications, in particular, are great candidates to run on Graviton2-based instances because of their ease of portability. In this chalk talk, learn about building multi-architecture container images and working with popular orchestration services such as Amazon EKS and Amazon ECS to run your containerized workloads with Graviton2.

DOP401

## Continuous compliance for infrastructure as code

Shift-left sounds great, but what checks should go before deployment and what must be enforced once in AWS? I am eager to see all the AWS security tools working in concert in this workshop.

This workshop dives deep into the importance of and mechanisms for meeting security and compliance requirements for your organization. Learn ways that you can enforce pre- and post-deployment standards, shift-left testing, and use of services like Amazon CodeGuru Reviewer, AWS CloudFormation Guard, and AWS Config for security static analysis and runtime compliance checks. Join this talk and bring your questions.

CMP205

## Scaling Kubernetes for less with Amazon EC2 Spot Instances

This workshop checks three boxes with one event: scale, Kubernetes, and savings.

Containers are usually stateless and fault-tolerant, making them a great fit for Amazon EC2 Spot Instances. Learn how the latest AWS features make provisioning, managing, and maintaining Kubernetes clusters on Spot Instances easier than ever and help you optimize cost and scale. Join this workshop to learn best practices for provisioning and scaling worker nodes, handling Spot interruptions, and designing for fault tolerance. Whether you are using Amazon EKS or open-source Kubernetes, attend this workshop to learn how you can power your Kubernetes node groups with Spot Instances to save up to 90% on compute costs.

# Other recommendations

# Other recommendations

## CONNECT OVER SHARED EXPERIENCES

### Find ways to connect to the thousands of fellow AWS enthusiasts without getting overwhelmed

Do go to the free lunch and do sit with strangers. First, the hotels' lunch operations are very impressive to witness. The massive lunch lines flawlessly melt into a small table of hungry fellow builders. Lunch is a great time to ask other re:Invent attendees for their thoughts and tips.

Poll the audience at your table. Rather than stare at your phones in silence, come prepared with a list of questions to engage strangers:

- What is the most interesting talk you saw today?
- Is this your first re:Invent? If not how is it different? If so, is it what you expected?
- What was your biggest takeaway from today's keynote, announcement, new service, etc.?
- What are you hoping to take away from re:Invent?

At re:Invent, you are surrounded by fellow AWS users. Take advantage of it! Plus, this will help you fill out our post-conference report to the bosses.

#### Dates and Times

##### Breakfast

Daily: 6:30–8:30 am

##### Lunch

Daily: 11:00 am–1:00 pm

## RECHARGE WHEN NEEDED

# Manage your schedule to allow for recharging and learning, as well as sharing and socializing

### Keynotes

For keynotes I recommend introverts watch from the quieter overflow rooms, lounges, or the live stream from your room. I like to follow along with a live tweet stream to get that community feel of other people commenting on announcements without the crush of people getting in and out. Plus, you can get to that next session a bit faster.

### Expo Hall

Go to the Expo with a mission. The Expo is a prime place for an introvert to get overwhelmed quickly. Each vendor booth team will hope you stop and chat with them or sign up to get some swag. Gather questions from your team beforehand, and go directly to booths to discuss.

### Public Spaces

Swing by the Public Spaces for small, focused discussions with fellow AWS users. With all the sessions available online, the real value of attending re:Invent is connecting to fellow AWS users in person. A meaningful conversation about your work and lessons learned will build a deeper connection than a quick hello as you find a seat in a session.

## MAKE LASTING CONNECTIONS

# Join your local AWS user group

Connect with your local AWS user group before you leave. The event feels overwhelming if you are going solo or with a small team, so pre-plan to see a familiar face in the crowd. Ask your local group who has attended before and what tips they have, and arrange to meet during one of the AWS social events like the restaurant receptions or re:Play.

If you're not already involved in your local AWS user group, this is your chance to meet someone from your area. Visit the Dev Lounge in the Expo Hall to meet user group leaders from around the globe! AWS user groups let you sustain those re:Invent feelings of excitement and curiosity long after you get the glitter off your clothes.

### Dates and Times

#### Restaurant receptions

Tuesday, 6:00–8:00 pm

#### re:Play

Thursday, 7:30 pm–12:00 am (midnight)

# Keynotes





## Adam Selipsky Keynote

Adam Selipsky is the CEO of Amazon Web Services (AWS), the world's most comprehensive and broadly adopted cloud platform. Having previously led AWS Marketing, Sales, and Support for 11 years, from 2005–2016, Selipsky helped launch and grow AWS from a startup into a multi-billion dollar business. Prior to rejoining AWS in 2021, Selipsky was most recently President and CEO of Tableau Software. He led Tableau through its acquisition by Salesforce, in what was the third-largest software industry acquisition at the time. Selipsky has also held various leadership roles at RealNetworks, and before that, was a Principal at strategy consulting firm Mercer Management Consulting. He has an AB in government from Harvard University and an MBA from Harvard Business School.





### Dr. Werner Vogels Keynote

Dr. Werner Vogels is Chief Technology Officer at Amazon.com, where he is responsible for driving the company's customer-centric technology vision. As one of the forces behind Amazon's approach to cloud computing, he is passionate about helping young businesses reach global scale and transforming enterprises into fast-moving digital organizations. Vogels joined Amazon in 2004 from Cornell University, where he was a distributed systems researcher.



### Peter DeSantis Keynote

Peter DeSantis is the Senior Vice President of AWS Global Infrastructure and Customer Support. In this role, he leads the AWS teams responsible for designing the data centers, servers, and network that underpin our AWS services and for deploying and operating this infrastructure worldwide as well as for the customer-facing organizations providing support for our AWS products.

Live stream sponsored by:



### Machine Learning Keynote

Swami Sivasubramanian is Vice President at AWS in charge of all Amazon AI and machine learning services. His team's mission is "to put machine learning capabilities in the hands of every developer and data scientist." Swami and the AWS AI and ML organization work on all aspects of machine learning, from ML frameworks (TensorFlow, Apache MXNet, and PyTorch) and infrastructure, to Amazon SageMaker (an end-to-end service for building, training, and deploying ML models in the cloud and at the edge), and finally AI services that make it easier for app developers to incorporate ML into their apps with no ML experience required.



### Global Partner Summit Keynote

Join us for the Global Partner Summit keynote, presented by Doug Yeum, Head of AWS Partner Organization, Sandy Carter, Vice President, Worldwide Public Sector Partners and Programs, and Stephen Orban, General Manager of AWS Marketplace and Control Services. You'll learn about cloud-powered innovation and the opportunity it creates for AWS Partners, as well as how AWS Partners use the AWS Cloud to build innovative solutions and services, differentiate their businesses, and enable customers in virtually every industry to transform their businesses.

Live stream sponsored by:



# Leadership sessions



# Leadership sessions\*



SPOTLIGHT SESSION

All Builders Welcome

**LaDavia Drane**

Director, Inclusion, Diversity & Equity



SPOTLIGHT SESSION

AWS Executive Panel

**Francesca Vasquez**

Vice President, Technology



\*Sessions are subject to change

# Leadership sessions\*



AWS Marketplace

**Stephen Orban**

General Manager, AWS Marketplace



AWS Public Sector

**Max Peterson**

Vice President, Worldwide Public Sector



AWS Public Sector Partners

**Sandy Carter**

Vice President, Worldwide Public Sector  
Partners and Programs



AWS Storage

**Mai-Lan Tomsen-Bukovec**

Vice President, Worldwide Public Sector  
Partners and Programs



AI/ML

**Bratin Saha**

Vice President, Machine Learning

# Leadership sessions\*



Analytics

**Rahul Pathak**

Vice President, Analytics



Architecture

**Brian Taptich**

Vice President, AWS Worldwide  
Specialist Organization



Business Applications

**Peter Hill**

Vice President, Business Applications



Cloud Operations

**Bill Vass**

Vice President, Engineering – Storage,  
Automation, Streaming & Management



Compute

**David Brown**

Vice President, Amazon EC2

# Leadership sessions\*



Containers

**Deepak Singh**

Vice President, Compute Services



Databases

**Jeff Carter**

Vice President, Relational Databases



Developer

**Ken Exner**

Director, AWS Developer Tools

Live stream sponsored by:



Edge

**Bill Vass**

Vice President, Engineering – Storage,  
Automation, Streaming & Management



Enterprise and Migration

**Todd Weatherby**

Vice President, Professional Services

# Leadership sessions\*



IoT

**Michael MacKenzie**  
General Manager, AWS IoT



Networking & Content Delivery

**David Brown**  
Vice President, Amazon EC2



Security, Compliance, and Identity

**Stephen Schmidt**  
Vice President and Chief Information  
Security Officer

Live stream sponsored by:



Serverless

**David Richardson**  
Vice President, Serverless



Training & Certification

**Maureen Lonergan**  
Director of AWS Training and Certification

# Learn





# Choose the learning methods that work for you



## Breakout sessions

Available from intermediate (200) through expert levels (400), so you can grow your skills, no matter where you are in your career. Select from any track, level, or available session type to tailor your re:Invent experience.

## Workshops

Workshops are two-hour hands-on sessions where you work in teams to solve problems using AWS services. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.

## Chalk talks

Chalk talks are a highly interactive content format with a small audience. Each begins with a short lecture (10–15 minutes) delivered by an AWS expert, followed by a 45- or 50-minute Q&A session with the audience.

## Builders' sessions

These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance. It's just you, your laptop, and the AWS expert.

# Choose the learning methods that work for you



## Training and Certification

Learn directly from AWS experts and get practical experience with real-world cloud scenarios. Skill up fast with a bootcamp, show your expertise by earning an AWS Certification, and practice your craft with one of our labs.

## AWS DeepRacer

Developers of all skill levels can compete in virtual races during re:Invent for a chance to win prizes and glory! Tune in to AWS DeepRacer TV throughout re:Invent to catch the championship action.

## Jams and GameDays

Test your skills in implementing AWS solutions by solving real-world problems in a gamified, risk-free environment. Take part in collaborative and interactive learning exercises—and win prizes!

## Expo

Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths.

# Play



# Play



## Midnight Madness

Once again this year, we will be hosting an AWS-style pep rally to kick off the week and welcome our most dedicated fans. Midnight Madness provides a sneak peek into re:Invent, complete with the first product launch of re:Invent 2021.

## Quirky

Experience Amazon's unique culture at one (or more!) of our Quirky events. Whether it's board games, bingo, or a sneak peek of one of your favorite Amazon TV shows, we've got something for everyone.

## re:Play party

For our 10th annual re:Play party, we have an amazing lineup, featuring all the classic re:Play activities like dodgeball and office chair grand prix, and we have a very special musical headliner. Stay tuned for more information!

## Restaurant receptions

Join the conversation at our vibrant restaurant receptions. Meet people from across the tech world and connect on topics of interest to you at a range of wonderful venues.

# Reserved seating

## RESERVED SEATING WALKTHROUGH

# Navigate to the session catalog

After logging in to the event portal, click on the side nav and click "Sessions".

The screenshot shows the AWS Events portal for re:Invent 2021. The browser address bar displays `portal.awsevents.com/events/reInvent2021/dashboard/event/sessions`. The page features a dark blue header with the AWS Events logo and a side navigation menu. A pink arrow points to the "Sessions" link in the side nav, which is highlighted in orange. The main content area shows the "Sessions" page with a breadcrumb trail: `AWS re:Invent 2021 > Event > Sessions`. Below the breadcrumb, there are three tabs: "All sessions" (selected), "My favorites", and "My reservations". A search bar is present with the placeholder text "Search sessions by keyword". Below the search bar, it says "Showing 25 of 881 sessions". There are two filter panels: "Cost" with options for "Paid sessions" and "Free sessions", and "Days" with "Monday" selected. On the right, a featured session card is visible with a star icon and the title "15 years of AWS with J... BOA201".

## RESERVED SEATING WALKTHROUGH

# Using catalog filters

When viewing the session catalog, there is a set of filters available on the left sidebar of the sessions catalog that shows a variety of filters you can use while browsing. Filters include: price, day of the week, difficulty level, session type, topic, AWS service, and industry.



AWS re:Invent 2021 &gt; Event &gt; Sessions

## Sessions

All sessions

My favorites

My reservations

Showing 25 of 881 sessions

**▼ Cost**

- Paid sessions
- Free sessions

**▼ Days**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

**▼ Session level**

- 100 - Foundational
- 200 - Intermediate
- 300 - Advanced
- 400 - Expert

**▼ Session type****★ 15 years of AWS with Jeff Barr**

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and in this breakout session, have a chat with him about how AWS customers keep surprising us with their amazing projects and shares lessons on how to best build on AWS. Last but

**Session type:** Breakout Session  
**Topics:** BuildOn.AWS  
**Session level:** 200 - Intermediate  
**Job Role:** Developers, Architect

**★ 5 ways to stay on top of your cloud learn**BOA202-R1 Repeat

No matter what project you're building, as a developer, you learn, experiment, and build on AWS while keeping your eyes on the prize to discover AWS and start working with its foundational services to optimize your learning experience in the cloud.

**Session type:** Chalk Talk  
**Topics:** BuildOn.AWS

## RESERVED SEATING WALKTHROUGH

# Using catalog search

At the top of the session catalog, there is a search bar where you can enter freeform text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.

AWS re:Invent 2021 &gt; Event &gt; Sessions

## Sessions

All sessions

My favorites

My reservations

Showing 25 of 881 sessions

### ▼ Cost

- Paid sessions
- Free sessions

### ▼ Days

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

### ▼ Session level

### ★ 15 years of AWS

BOA201

Amazon S3 and Amazon S3 Glacier customers keep surprising us with their use cases and shares lessons on how to optimize costs.

**Session type:** Breakout**Topics:** BuildOn.AWS**Session level:** 200 - Intro**Job Role:** Developers, Architects

### ★ 5 ways to stay



## RESERVED SEATING WALKTHROUGH

# Favoriting and un-favoriting a session

When viewing the session catalog, any session shown in the results has a star icon on it. Clicking that star will mark it as a favorite. To un-favorite it, simply click the star again.



tations



### 15 years of AWS with Jeff Barr

BCA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP of this breakout session, have a chat with him about how AWS was born, how customers keep surprising us with their amazing projects. Along the way, and shares lessons on how to best build on AWS. Last but not least, go

**Session type:** Breakout Session

**Topics:** BuildOn.AWS

**Session level:** 200 - Intermediate

**Job Role:** Developers, Architect

## RESERVED SEATING WALKTHROUGH

# Reserving a session

For events with reserved seating, when a session has available seats, the button on the session card will say "Reserve seat".

For sessions with a price greater than zero, the button will say "Buy for <price>". Clicking purchase will open up the purchase form where you can complete your transaction. Once the transaction is complete, that session will show on your reservations list.



## A practical guide to building an industrial data lake on AWS

MFG301

Analyzing the massive quantities and types of data generated in an industrial setting can enable effective into production optimization opportunities. An industrial data lake is foundational to help manage and st insights for their factory digital transformation efforts. This chalk talk walks through the steps to building industrial customer.

Session type: Chalk Talk

Topics: Manufacturing

Session level: 300 - Advanced

Reserve a seat

Date

Time

Loca



## AWS Cloud Technical Essentials (option 1)

TNC101-R2 Repeat

This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fun security. It also explores concepts that increase your understanding of AWS services, so you can make mor apply highly available, fault-tolerant, scalable, and cost-effective cloud solutions.

Session type: Bootcamp

Topics: Training and Certification

Session level: 100 - Beginner

Buy for \$1.00

Date

Time

Loca

## RESERVED SEATING WALKTHROUGH

# Waitlisting a session

When a session has no seats available, because the capacity has already been met, then the button will say "Join waitlist". If you join a waitlist for a session, and a seat becomes available in that session, you may automatically be placed in that session and we will notify you via email.



### 15 years of AWS with Jeff Barr

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist at AWS, has shared his perspective on how the developer experience has evolved over the years, and how customers keep surprising us with their creativity. Jeff will share stories from the community and shares lessons on how to best build on AWS. Last but not least, go back in time as Jeff

Session type: Breakout Session

Topics: None

Session level: 200 - Intermediate

Join waitlist

## RESERVED SEATING WALKTHROUGH

# Viewing your favorites, reservations, and waitlisted sessions

Along the top of the catalog page, there are 3 tabs: 1) All sessions, 2) My favorites, and 3) My reservations. Clicking on "My favorites" will show you a list of only sessions you have favorited. Clicking on "My reservations" will show you a list of items you have reserved or waitlisted.



[AWS re:Invent 2021](#) > [Event](#) > [Sessions](#)

## Sessions

**All sessions**

My favorites

My reservations

Showing 25 of 881 sessions

▼ Cost

## RESERVED SEATING WALKTHROUGH

# Cancelling a reservation or waitlist

When viewing a session, in any tab, if you have reserved or waitlisted, you can cancel that action by simply clicking the button again. It will show a dropdown that says "Cancel reservation" or "Leave waitlist".

## ★ Automating content moderation to improve digital safety

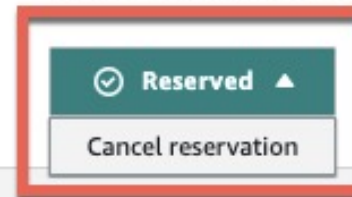
AIM307

The volume of user-generated content and third-party content has been exploding in social media, online end users, companies need to find a way to review audio, image, video, and text content at scale for potential content. This chalk talk provides hands-on experience to implement a multimodal AI content moderation solution using speech (Amazon Transcribe), and text (Amazon Comprehend).

Session type: Chalk Talk

Topics: Artificial Intelligence and Machine Learning

Session level: 300 - Advanced



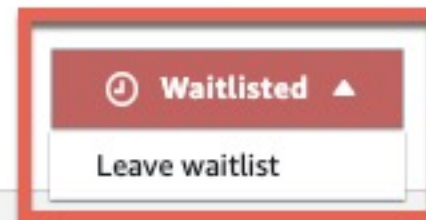
BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist, shares how the developer experience has evolved over the years, and how customers keep the community and shares lessons on how to best build on AWS. Last but not least, go back to the beginning.

Session type: Breakout Session

Topics: None

Session level: 200 - Intermediate



## RESERVED SEATING WALKTHROUGH

# Viewing your calendar

In the main navbar on the left of the session catalog, you will see a link that says "My calendar".

### AWS Events

#### Reserved Seating Demo 2021

Event

**My calendar**

Sessions

Speaker dashboard

▶ Registration information

▶ Payment

Contact us

AWS Code of Conduct 

Reserved Seating Demo 2021 > Event > My calendar

< November 2021 >

Mon  
29

Tue  
30

12 am

1 am

2 am

3 am

## RESERVED SEATING WALKTHROUGH

# Viewing your calendar

If you navigate to the calendar, you will see all of your favorites, reserved seats, and waitlisted seats on the corresponding days that those sessions are scheduled.



[Reserved Seating Demo 2021](#) > [Event](#) > [My calendar](#)

< **November 2021** >

	Mon 29	Tue 30	Wed 01	Thu 02
12 am				
1 am				
2 am				
3 am				
4 am				
5 am				
6 am				
7 am				
8 am				
9 am				
10 am			<b>Achieve high performance and cost-e...</b> 10:00 AM – 11:00 AM	<b>Amazon Lightsail: Move your first ap...</b> 10:00 AM – 11:00 AM
11 am				
12 pm				
1 pm			<b>Automating content moderation to i...</b> 1:00 PM – 2:00 PM	
2 pm				
3 pm				

# Make a plan



# Building your agenda

## SESSIONS

Breakout sessions are lecture-style and one hour long. Sessions are delivered by AWS experts, customers, and partners, and they typically include 10–15 minutes at the end for Q&A.

## WORKSHOPS

Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.

50%

25%

15%

10%

## CHALK TALKS

Chalk talks are one hour long and contain expert-level content presented by AWS experts. The goal is to foster a technical discussion around real-world architecture challenges

## BUILDERS' SESSIONS

These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance.



## PRO TIP:

Breakout sessions should make up the bulk of your plan. You can find customers directly speaking about their real-world experiences of using AWS products and services in sessions!

# Building your agenda



## PRO TIPS:

- Make sure to watch the leadership sessions that are most relevant to your areas of interest to get the most strategic updates.
- Be sure to not miss out on all the keynotes, as that's where you'll catch the biggest AWS launches.
- re:Invent always tries to feature many customers directly speaking about their real-world experiences of using AWS products and services. You'll find them in many breakout sessions, as well as keynotes.
- Think about topics that are currently mission critical to your team, and topics you're interested in learning more about.
- Breakout sessions will be available to watch virtually, even if you are registered for in-person re:Invent.
- Make an extensive list of sessions to watch! Favorite lots of sessions so when reserved seating goes live, you have lots of options.

# Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.



## Expo

Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!



## Content hubs

Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.



## Labs

Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you're just starting out or honing your technical skills, learn by doing with labs.

# Your re:Invent checklist

- Register for re:Invent / Book your hotel / Book your travel reservations / Upload your badge photo
- If attending in person, review the [health measures](#) in place for this year's re:Invent
- Visit the [re:Invent website](#) to stay up to date on announcements
- Add all five [keynotes](#) to your agenda  
**Pro Tip:** This is where you'll catch the biggest AWS launches
- Add your favorite leadership sessions to your agenda
- Get ready for reserved seating: favorite the learning sessions of interest to you
- Familiarize yourself with sponsors in the [Expo](#), along with the Expo map
- If you're attending with a team, connect with your colleagues to plan how to conquer the many hours of content  
**Pro Tip:** Don't forget to find time to reconvene with your team and debrief on everyone's learnings
- Check out the [Play](#) activities and add them to your agenda
- Watch all the [How to re:Invent](#) videos to prepare for the week
- Follow Amazon Web Services on Instagram, Facebook, LinkedIn, and Twitter

# Useful resources

# Useful resources

## How to re:Invent

Everything you need to know about how to re:Invent. Insider tips, planning advice, and interviews with re:Invent experts. Stay tuned for more episodes on the road to re:Invent!

[How to re:Invent](#)

## Health measures

The health and safety of our customers, partners, and employees remains our top priority. Review our updated COVID-19 vaccination requirements for attending re:Invent in Las Vegas.

[Health measures](#)

## FAQs

Get all the info you need on topics such as health and safety, registration, accessibility, and much more.

[FAQs](#)

# Thank you!