Welcome!

Hi, I'm Martin Buberl.

My love for startups began ten years ago in New York City. A few companies, two whole countries, and a unicorn IPO later, I still love 'em.

The fast pace of constantly iterating, building, and shipping products that customers love keeps me coming back for more. AWS has changed the game for how rapidly you can turn ideas into products that scale—which is super exciting to me.

If you ever feel like this, then this guide is for you!

Martin Buberl
CPTO at Avrios
Breakout sessions
What all startups have in common is a need for innovation, shipping rapidly, and preparing for scale.

I've chosen these breakout sessions because they tick all those boxes!

**INO201**  
*Amazon’s culture of innovation*

If you work at a startup, this one is a no-brainer! Get inspired by Amazon’s culture and bring those learnings back to your own team to develop that competitive edge and disrupt your space.

Amazon’s approach to innovation has remained consistent since the company first launched—start with the customer and work backwards. In this session, be introduced to Amazon’s peculiar culture and how we innovate through four distinct yet interdependent elements: Culture, Mechanisms, Architecture, and Organization. Dive deep on each topic, and learn about practical applications including Leadership Principles, Working Backwards, Two-Pizza Teams, the PRFAQ doc, and why it’s always still Day 1 at Amazon and AWS.

**STP204**  
*Engineering for IPO with scalable architectures*

This session is for technical leaders that want to understand the endgame and learn what they need to do to be prepared for an exit. This will be extremely insightful!

The road to an IPO comes with scale—the ability to build, organize, and govern an offering that continues to deliver on its core promise. When the time comes for your startup to go public, you need an infrastructure that’s ready to function effectively and to accommodate an influx of users, data, and demand. Learn how to establish architecture and governance for scale and to prepare the engineering landscape for IPO or acquisition. Embrace must-learn lessons for any startup in late-stage alignment or on the cusp of acceleration in public markets.
Don’t make your team(s) reinvent the wheel. This session teaches you everything you need to know to enable them by using standard DevOps tooling to focus on your startup’s mission—unless you’re in DevOps tooling!

Speed in software development requires being able to equip development teams with tools and guardrails for DevOps, security, and infrastructure configuration. Too often, central teams find they need to piece together their own custom solutions or compromise the speed of their development organization in order to maintain standards. In this session, dive deep into the crawl, walk, and run options and best practices for building a shared services platform on AWS using tools and services such as AWS Copilot, AWS Proton, and pre-built solutions using AWS CloudFormation.
How startups are building solutions for a sustainable future

Funding for cleantech startups has skyrocketed in the past year, and I don’t believe it’s hype. They’re taking on climate change, the biggest challenge currently facing humanity. This session will be truly inspirational!

Across all industries and the public sector, many organizations are seeking solutions to help them achieve sustainability goals. Startups, in particular, are using AWS to innovate quickly as they develop technologies and materials that enable a low-carbon future. In this session, learn how startups are delivering scalable solutions to support a wide range of programs, including energy efficiency, renewable energy, sustainable transportation, and sustainable agriculture. Also, discover how to manage the data needed to measure and share your progress.

Accelerate front-end web and mobile development with AWS Amplify

Accelerate in the title, sign me up! AWS Amplify has simplified front-end web and mobile development massively. It’s time for me to finally catch up and see it in action firsthand!

User-facing web and mobile applications are the primary touchpoint between organizations and their customers. To meet the ever-rising bar for customer experience, developers must deliver high-quality apps with both foundational and differentiating features. AWS Amplify helps front-end web and mobile developers build faster front to back. In this session, review Amplify’s core capabilities like authentication, data, and file storage and explore new capabilities, such as Amplify Geo and extensibility features for easier app customization with AWS services and better integration with existing deployment pipelines. Also learn how customers have been successful using Amplify to innovate in their businesses.

Using an event-driven application pattern to improve customer experience

This sounds like a fantastic talk with many insights on topics that often can come as an afterthought. Looking forward to this session and for sure will take some valuable learnings away!

In this session, learn how to use location capabilities such as tracking, geofencing, routing, map visualization, and geocoding in your serverless applications in a way that is secure, protects the privacy of your users, is scalable, and improves your customer experience. With Amazon Fresh, Amazon’s grocery pickup service, as an example application, discover how to estimate customer arrival time and direct staff and customers using Amazon EventBridge, AWS Lambda, Amazon Location, Amazon SQS, and AWS Amplify.
Use Amazon SageMaker to develop high-quality ML models faster

Machine learning has never been more accessible to startups, and Amazon SageMaker makes it easier than ever to get started. This session teaches you everything you need to know—no PhD required!

Amazon SageMaker helps data scientists and machine learning (ML) practitioners build, train, and deploy high-quality ML models by bringing together a broad set of capabilities that are purpose-built for ML. SageMaker offers tools for every step of the ML lifecycle to improve productivity by up to 10 times your baseline, including data labeling, data preparation, feature engineering, statistical bias detection, training, tuning, monitoring, workflows, and human in the loop. In this session, learn how these features work together so that you can get started quickly.

Architecting your serverless applications for hyperscale

When you see the hockey stick, you’ll be thankful that you’ve been to this talk. Learn about preparing your serverless architecture for scale and even hyperscale and be ready when you need it. This session is very high on my list!

Do you have a major launch event coming up? By building your APIs and web applications with AWS serverless computing, you can gain scalability with reduced operational overhead. However, it’s still important to implement best practices for complete scalability. In this session, learn about core principles to prepare your serverless applications for hyperscale—including how to apply these architectural patterns and best practices practically—and explore a major launch use case from start to finish. Learn how techniques such as asynchronous processing, caching, rate limiting, and AWS Lambda performance optimizations can help you scale your serverless workload to meet virtually any demand.

Build an app to find your next favorite brew

This session sounds like a ton of fun! Building a mobile app with a modern cloud stack, powered by AI and machine learning, to find my favorite beer? Sounds like the next unicorn!

Looking for your next favorite beer? By entering your preferences in our Craft Beer mobile app, you will instantly receive personalized recommendations generated by machine learning models. Your real-time feedback will be taken into account to improve future recommendations. In this breakout session, learn how to build a mobile app backed by AWS Amplify, AWS AppSync, Amazon DynamoDB, Amazon Cognito, Amazon Location Service, and more. Also learn how to build and deploy models with AI and machine learning services, such as Amazon Personalize, Amazon Rekognition, and Amazon SageMaker.
Interactive sessions
Learning from others’ experiences is a winning strategy for every startup.

Expect these interactive sessions to leave you with many learnings and valuable insights from the best in the field!

**INO203**

**Introduction to Working Backwards**

Immerse yourself in this outstanding workshop and learn the secrets behind Amazon’s success in launching new products. For non-Amazonians, this could be the chance of a lifetime to get those insights!

This highly collaborative workshop is inspired by the same customer-centric methods used by Amazon to develop breakthrough innovations our customers love, such as Amazon Prime, Amazon Kindle, AWS, Amazon Echo and Alexa, and Amazon Go. It introduces the Working Backwards process and takes you through some of the key activities and outputs of a full digital innovation Working Backwards engagement.

**STP208**

**How startups improve productivity and reduce technical debt**

Technical debt can kill a startup, but moving and growing fast often means that we increase our debt as well. That's why this session sounds so interesting, as it addresses both: keeping a handle on technical debt while not compromising on velocity and productivity.

Your company is growing fast and expanding—but you may also be running into technical challenges. It’s a problem many startups face. If you find yourself reworking and rebuilding, you may want to consider solutions that improve productivity and reduce technical debt. Haven’t hired a DevOps engineer yet? Still using bastion hosts? Want to know about issues before customers tell you about them? Come explore tools like AWS Systems Manager Session Manager, Amazon DevOps Guru, AWS Compute Optimizer, Amazon GuardDuty, and AWS Control Tower that can help optimize your operations as you grow. Learn five tried-and-true tips that startups can use to keep moving forward.
Sounds like this talk will have a few actionable takeaways so you can be prepared when things go wrong—and they always do! We can learn hard lessons from others’ experiences so we don’t have to make the same mistakes. Count me in!

Backend problems don’t only affect front-end performance—they have wide-ranging ramifications for the integrity, trust, and success of a startup. Learn how to avoid outage issues, security incidents, and escalations with tips from leading startups that have put a premium on digital stewardship. Listen as AWS solutions architects explore common support cases and the best practices for addressing them, with actionable takeaways to protect your startup’s digital integrity. Explore AWS tools designed to keep your MVP live, secure, and well-managed.
STP203
Success secrets for mergers and acquisitions

If you’re in leadership, this session is for you. Mergers and acquisitions are very common for startups, yet most of us only start thinking about them when they’re knocking on our door. This talk will leave you prepared!

A merger and acquisition (M&A) transaction is a common exit strategy for startup companies. This chalk talk covers both sides of the M&A transaction to help prepare you for what comes next. As the target company, learn how your technology portfolio and architecture impact your valuation and how to achieve rapid separation with a turnkey handover of systems. As the acquirer, explore value acceleration by eliminating non-differentiated work and fostering rapid innovation in the combined company.

API302
Rapid application development using AWS Step Functions workflows

Step Functions are a fantastic tool to use for rapidly building workflow-based applications and prototypes. Save me a seat in the audience, this will come in handy!

Learn how to build serverless applications faster with less code using AWS Step Functions Express Workflows. In this chalk talk, learn how to use the visual designer for Step Functions Workflow Studio to quickly design serverless applications, reducing the amount of code written, tested, and maintained. This solution is designed to increase developer productivity and decrease time to market.

BLC301
Zero to hero: Building your first NFT on blockchain

NFTs have taken off this year, with some selling for millions of dollars. If you want to go beyond the hype and gain a hands-on technical understanding, look no further!

Curious how blockchain, Central Bank Digital Currencies (CBDCs), non-fungible tokens (NFTs), and digital assets can transform your customers’ businesses? Then this chalk talk is for you! Verification and ledger technologies including blockchain services like Amazon Managed Blockchain help businesses transform their operations while providing transparency and cutting costs. By tokenizing physical and digital assets, customers are able to shorten settlement times, reduce potential cost risks, and create new business models. Join this chalk talk to hear from AWS blockchain veterans and get hands on creating your first digital assets on the Ethereum blockchain.
Other recommendations
Be sure to swing by the centralized startup hub in the Expo Hall in the Venetian, where you can learn from some of the world’s fastest-growing startups and consult with AWS startup experts one-on-one to get your questions answered.
Keynotes
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

LaDavia Drane  
Director, Inclusion, Diversity & Equity

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

*Sessions are subject to change*
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

*Sessions are subject to change*
Leadership sessions

Deepak Singh
Vice President, Compute Services

Jeff Carter
Vice President, Relational Databases

Ken Exner
Director, AWS Developer Tools

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

Todd Weatherby
Vice President, Professional Services

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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

- **Serverless**
  - David Richardson
    - Vice President, Serverless

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

*Sessions are subject to change
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.
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.

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.

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!

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”.

[Screen capture of the session catalog on the AWS Events website.]
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.
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.
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.
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.
**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.
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.

RESERVED SEATING WALKTHROUGH

Viewing your favorites, reservations, and waitlisted sessions

AWS re:Invent 2021 ➤ Event ➤ Sessions

Sessions

All sessions | My favorites | My reservations

Search sessions by keyword

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 forums, and social networking services. Companies need to find a way to review audio, image, video, and text content at scale for potentially harmful content. This chalk talk provides hands-on experience to implement a multimodal AI content moderation solution, including 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, will reflect on the history, how the developer experience has evolved over the years, and how customers are transforming their workloads. Jeff will discuss how the community and shares lessons on how to best build on AWS. Last but not least, go back in time and see what topics were popular 15 years ago.

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

November 2021

Mon

29

Tue

30
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.
Make a plan
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.

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.

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

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
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!

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.

FAQs

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