

AWS
re:Invent

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

Startups Attendee Guide 2021

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.

ARC306

SaaS architecture patterns: From concept to implementation

If you're early-stage and want to get inspired, or late-stage and want to get a sanity check for your SaaS solution, this session is for you and will provide many valuable learnings and best practices!

SaaS architecture varies across domains, stacks, and customer requirements. However, there are well-defined patterns that must be addressed by SaaS solutions. Identity, onboarding, tenant isolation, data partitioning, tiering—these are among the patterns that, while implemented differently on AWS stacks and services, are core to most SaaS solutions. In this session, take a detailed dive into the landscape of these SaaS patterns. For each one, we'll move from concept to implementation, looking at the permutations of architecture and code that are used to bring these patterns to life with different compute, storage, identity, networking, and management constructs.

DOP310

Enabling decentralized development teams with a shared services platform

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.

COM201

Productizing a serverless MVP

Extremely valuable session for every startup to learn how to ship your MVP without jeopardizing the robustness of your serverless application. Getting a proper CI/CD in place will also help you to iteratively ship small changes!

Finishing a minimum viable product (MVP) serverless application with its intricacies and challenges can be an exciting accomplishment. Once completed, what are the steps needed to productize your implementation? In this session, walk through the steps to productize an MVP. These can include performance-testing your AWS Lambda function, configuring your CI/CD pipeline, instrumenting observability, and most importantly, hardening your microservice to mitigate risk and help ensure least privilege.

STP213

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.

FWM201

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.

API202

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.

AIM301

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.

SVS310

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.

BOA302

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.

SVS203

Thinking serverless: From business problem to serverless solution

As a “serverless first” evangelist, I’m very much looking forward to this session to listen and learn from others in the ever-evolving world of serverless—beyond function as a service!

Serverless is more than just using AWS Lambda; it’s about learning to use a range of different services and techniques to solve a problem. How do you approach building a solution with a serverless mindset? In this chalk talk, learn how to tackle a business problem from a customer perspective by breaking down the needs into serverless building blocks that work well together. Learn the power of distributed system design and event-based architecture, and discover how easy it is to turn a flowchart into a model for a serverless application.

STP202

How leading startups prevent outages, incidents, and escalations

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.

INO205

Making high-velocity decisions at scale and speed

I am looking forward to this chalk talk. It’s an opportunity to learn from the best teams and get a glimpse into how they work and what they are doing differently. Can’t wait!

Join this interactive chalk talk to dive into the mechanisms and mental models that help Amazon and AWS make high-quality and high-velocity decisions. Aimed at executives and team leads, this chalk talk shares best practices with a hands-on approach. Learn about concepts and mechanisms, such as Leadership Principles, tenets, and one-way and two-way doors, that inform speed and prioritization. Also explore the benefits of fast and friendly escalation and more—all in a highly dynamic, collaborative environment that practically applies these concepts to real-world business scenarios.

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 nondifferentiated 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

STARTUP CENTRAL

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 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



Serverless

David Richardson
Vice President, Serverless



Training & Certification

Maureen Lonergan
Director of AWS Training and Certification

Live stream sponsored by:



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 AWS re:Invent 2021. The browser address bar displays `portal.awsevents.com/events/reInvent2021/dashboard/event/sessions`. The left sidebar contains a navigation menu with the following items: "Event", "My calendar", "Sessions" (highlighted in orange), "Registration information", and "Payment". Below the menu are links for "Contact us" and "AWS Code of Conduct". A pink arrow points from the "Sessions" link in the sidebar to the "Sessions" link in the breadcrumb navigation. The main content area shows the "Sessions" page with a breadcrumb trail: "AWS re:Invent 2021 > Event > Sessions". Below the breadcrumb are three tabs: "All sessions" (active), "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 an option for "Monday". On the right side, there is a featured session card with a star icon, titled "15 years of AWS with J...", and a brief description.

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 > Event > 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 learnBOA202-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 > Event > 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 surprised and shares lessons on

Session type: Breakout

Topics: BuildOn.AWS

Session level: 200 - Intro

Job Role: Developers, A

★ 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 insights 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

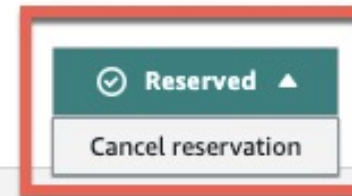
AIM307

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



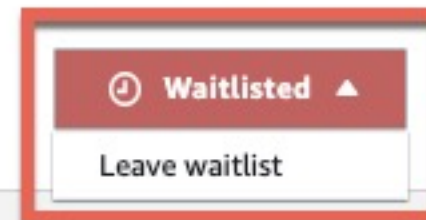
BOA201

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			Achieve high performance and cost-e... 10:00 AM – 11:00 AM	Amazon Lightsail: Move your first ap... 10:00 AM – 11:00 AM
11 am				
12 pm				
1 pm			Automating content moderation to i... 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!