

AWS
re:Invent

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

Storage

Attendee Guide 2021

Welcome Storage Enthusiast!

I'm [Dave Stauffacher](#), an AWS Community Hero with an extensive background in data storage. AWS re:Invent 2021 marks my fifth consecutive re:Invent and my third as an AWS Hero.

Over the years, I've built up a list of sessions, presenters, and events that I look forward to attending every year. This conference guide is geared toward the storage enthusiast looking to dive as deep into the technical offerings as they do the social events!

Whether you're attending in-person or virtually, I hope you find this guide useful.

Chief Platform Engineer
Direct Supply, Inc.



Breakout sessions

Attending a few breakout sessions at re:Invent is a good way to get product overviews and new features. This is also a good opportunity to hear how other customers are building on AWS.

STG201

Managing EBS snapshots & AMIs with Amazon Data Lifecycle Manager

Having written Lambda functions and scripts to automate and manage Amazon EBS snapshots, I'm looking to learn more about what benefits Amazon Data Lifecycle Manager can bring to my cloud snapshot strategy.

Previously, AWS customers invested in tools to automate the creation of Amazon EBS snapshots and EBS-backed AMIs, writing custom scripts or Amazon CloudWatch rules for EBS volumes and Amazon EC2 instances. This required manually managing the retention and deletion of EBS snapshots according to recovery point objectives (RPO). This session shares best practices for using Amazon Data Lifecycle Manager lifecycle policies to automate the creation, retention, copy, and deletion of EBS snapshots and EBS-backed AMIs to significantly reduce operational complexity.

STG203

Backup, disaster recovery, and ransomware protection with AWS

The threat of Ransomware attack is very real and the need to have a recovery plan is critical. This session is a great introduction to the tools and techniques available in AWS to protect your data.

Disasters, failures, and threats come in all shapes and sizes and can significantly impact your business. Attend this session to learn how you can easily and cost-effectively protect your data and applications to meet your business and regulatory compliance requirements and to protect against ransomware. This session discusses architectures for building business continuity and disaster recovery options using AWS services like AWS Backup, Amazon S3, Amazon EFS, and CloudEndure Disaster Recovery, as well as AWS Partners.

STG208

AWS Transfer Family: The future of managed file transfer

If you have file data, chances are you need a method for duplicating that data and storing it in multiple locations. The AWS Transfer Family of services has the solution you've been looking for.

AWS Transfer Family modernizes and makes it easy to support recurring file transfers so your data arrives on time, is highly available, and can scale with your growing business. This session discusses the future of Transfer Family and how building a robust managed file transfer (MFT) solution on AWS can boost collaboration, reduce downtime, and break down data silos. Joining the Transfer Family team is Goldman Sachs, a leading global investment banking, securities, and investment management firm that is already shaping MFT use cases.

STG303

Deep dive on Amazon EFS

The Amazon EFS service has added many new capabilities over the last 2 years. I'm looking to learn new techniques for getting the most value out of this highly scalable file system.

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.

ARC207

The architect elevator: Connecting IT and the boardroom

An architecture, without buy-in from senior leaders, is really just a pretty diagram. If you're in a position to help shape the future of technology in your organization, this session is a must-attend!

Today's successful systems architects forge a connection between an organization's strategy, its technology choices, and its operational capabilities. Building executive awareness and securing buy-in requires you to communicate technical decisions and trade-offs clearly without confusing or lecturing your audience. This session prepares architects to "ride the elevator" between the IT engine room, where software is built, and the boardroom, where executive decisions are made. Learn from customer examples how developing a deeper understanding of a system's architecture allows you to communicate clearly to a diverse set of stakeholders.

Interactive sessions

I may be partial to the more interactive content at re:Invent, having presented at two chalk talk sessions. These sessions are designed to be both a presentation and a Q&A session to dive deep into a specific architecture or use case for a given set of AWS services.

These sessions are typically not recorded, so I prioritize these sessions over other content I can stream at my convenience.

STG316

Choosing the right AWS storage service for the job

The AWS storage landscape can be intimidating to builders just starting out in their cloud journey. This chalk talk is a good opportunity to learn about the services offered and get your questions answered.

Different workloads may work better with different kinds of storage. In this chalk talk, learn key considerations for determining whether you should use Amazon S3 (object storage), Amazon EBS (block storage), Amazon EFS (file storage), or Amazon FSx (file storage) for your applications. Get a chance to discuss your real-world scenarios, and also consider ways to extend your AWS storage to hybrid or edge environments using AWS Outposts, AWS Storage Gateway, or AWS Snow Family.

STG328

Accelerate migrations with AWS DataSync, Snow Family & AWS Storage Gateway

I've been working on a project recently to replace an aging NAS environment with Amazon FSx using AWS DataSync to copy the data. I'm going to attend this chalk talk to see how my project compares to what this talk will cover.

Accelerate your cloud journey and move away from cumbersome data centers with AWS DataSync, AWS Snow Family, and AWS Storage Gateway. In this chalk talk, learn best practices for how to configure AWS Cloud migration services to not only migrate data faster but also cut costs and increase performance.

STG318 Data protection with Amazon EBS snapshots and Amazon DLM

Amazon EBS is critical to many workloads running on AWS. Knowing how to properly build with Amazon EBS will help make sure your workloads perform well on AWS.

In this chalk talk, learn how to automate the lifecycle management of your Amazon EBS snapshots and Amazon EBS-backed AMIs. Create, copy, and delete snapshots and AMIs using Amazon Data Lifecycle Manager (Amazon DLM). Learn how to use tags to identify volumes or instances that need protection, create policies to manage retention based on a schedule or the number of snapshots, and monitor your policies using Amazon CloudWatch metrics. Also, hear tips and best practices on how to monitor your snapshot cost using AWS Cost and Usage Reports.

STG310 Protecting enterprise data from ransomware with cloud backup

Knowing how to protect data and storage platforms is a critical skill every storage admin and engineer needs to master.

Virtually every enterprise needs a ransomware protection strategy, and backup solutions provide a relatively simple option to reclaim your data assets even in worst-case scenarios. In this workshop, explore options to back up data from on-premises to the cloud, protect data from malicious activity, and recover applications quickly using AWS Cloud resources.

DOP210 Using on-premises Git with AWS Developer Tools for security and compliance

I'm always looking to improve my skill with developer tools, and a lot of the work I do involves Git in one way or another.

In this chalk talk, learn about using AWS Development Tools in conjunction with third-party Git solutions, such as GitHub Enterprise, Bitbucket Server, and more.

ARC304 Automation safety: How to avoid breaking things at scale

We've all broken something when deploying a code change into an automated delivery pipeline. I'm attending this talk to find ways to improve my automation release quality and stability.

In this chalk talk, learn how automation can benefit your operations activities, the risks of doing it badly, and how to do it safely. Through real-world examples that highlight what can go wrong, learn the automation safety best practices that can help you reduce your risk. We discuss default automation behaviors, tagging, permissions, scope of impact, circuit breakers, back-off, runbooks, playbooks, and more. We also discuss the AWS tools to help you implement automation safety, and we take your questions about automation and automation safety on AWS.

ARC315 Talking cost optimization

Optimizing cost is critical to successful cloud architecture. It's important to learn the strategies and techniques to help keep cost under control.

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.

DOP307 AWS CLI tips and tricks

Every year I make sure to attend at least one session that covers new developments for the AWS CLI, and these have been some of the best sessions at re:Invent.

In this workshop, learn AWS Command Line Interface (AWS CLI) tips and tricks. Discover how to efficiently interact with your AWS services, manage your AWS resources, automate your regular repetitive operations, and utilize various use cases presented in this workshop. Join this workshop to hear about new feature functionalities integrated for developer operations.

Other recommendations

AWS re:Invent has something to keep you busy from the moment you wake up until late into the evening. For a first time attendee, it's easy to feel overwhelmed. The following are a few tips to help make your first trip to re:Invent a success

- Take breaks. Don't feel like every minute needs to be scheduled.
- Comfort before fashion. My first year, I had one day where I walked 18 miles – not something I'd want to do in uncomfortable shoes.
- Talk to people. If you hear about a neat project or see a great demo, don't be afraid to meet the people doing the cool work. People love talking about what they're building!
- Have fun. There are a lot of well-planned events worth checking out. My favorite has been the AWS re:Play party held on Thursday night.
- Meet the AWS Heroes. We'll have a dedicated space where you can come hang out with us. Don't be shy!

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 re:Invent 2021 event portal. The browser address bar displays the URL: `portal.awsevents.com/events/reInvent2021/dashboard/event/sessions`. The page header includes the text "AWS Events". A left-hand navigation menu is visible, with the "Sessions" link highlighted in orange and pointed to by a pink arrow. 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 an option for "Monday". On the right side, there is a featured session card titled "15 years of AWS with J..." with the ID "BOA201". The card includes a star icon and a brief description: "Amazon S3 and Amazon EC2 are... this breakout session, have a chat... customers keep surprising us with... and shares lessons on how to bes...". Below the description, it lists "Session type: Breakout Session" and "Topics: BuildOn.AWS".

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 eye 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 AW

BOA201

Amazon S3 and Ama
this breakout session
customers keep surp
and shares lessons o

Session type: Breakout**Topics:** BuildOn.AWS**Session level:** 200 - Int**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.



ations



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

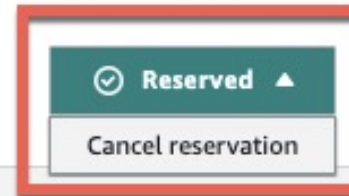
AIM307

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



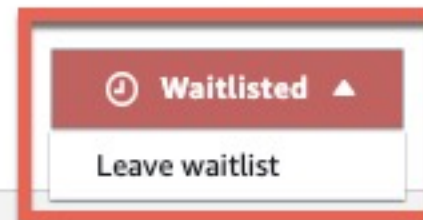
BOA201

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	Tue
	29	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!