

AWS
re:Invent

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

AWS ID&E All Builders Welcome

Attendee Guide 2021

Welcome!

Hello everyone,

I'm LaDavia Drane, AWS Global Head of Inclusion, Diversity, and Equity (ID&E) and I want to welcome you to the AWS ID&E All Builders Welcome track.

This is the 10-year anniversary of re:Invent, and we are happy to connect with our customers and partners.

The AWS ID&E theme for re:Invent 2021 is "The significance of the intersection of ID&E and technology."

I encourage each of you to join one of our more than 30 sessions, where we will dive deeper and explore this intersection.



Breakout sessions



Featured speaker:
Adriana Gascoigne,
Kimbery Wendt

ABW001

Machine learning opportunities for underrepresented groups

Machine learning (ML) is poised to transform virtually every industry. However, there are currently not enough trained ML developers to meet this demand, and far fewer from backgrounds that are underrepresented in tech. According to the World Economic Forum, by 2025, 97 million new roles may emerge that are more adapted to the future of work, such as roles for ML developers and practitioners. In this session, learn about best practices and opportunities to close this gap in your organization with experts from AWS and Girls in Tech.



Featured speakers:
Peter Hallinan, Alex
Morrison, Nashlie Sephus,
Swami Sivasubramanian,
Diya Wynn

ABW002

Building better products for people of all identities

Join this session for a deep dive into inclusion in machine learning with a panel of AWS experts discussing the topic of responsible and inclusive machine learning. Learn to think and build responsibly and inclusively in AI/ML and how to mitigate bias in technology.



Featured speakers:
Angel Duncan, Heidar
Malki, Michael
Soltys, Moalyne
Honore, Pritpal
Bumrah

ABW003

Preparing diverse new talent for the modern cloud workforce

Many employers struggle to find diverse, qualified cloud talent. This is an opportunity for academia and industry to unite and prepare underrepresented minorities for the modern workforce. In this session, explore how academic institutions that serve minority students collaborate with AWS to build solutions that prepare women and underrepresented minority students for cloud roles. Employers Red River and Capgemini share how they work with AWS to bridge their IT skills gap to hire, train, and retain highly motivated talent. Learn how by working with AWS education programs, you can replicate their success and connect with hundreds of thousands of diverse learners around the world.



Featured speakers:
Trevor Brooks, Andre
McGregor, Angel St.
Jean, Belinda Matingou

ABW004

Using AWS to bridge the gap for underrepresented founders

Building a startup is challenging, especially for founders who are underrepresented in the technology startup world. Underrepresented founders are using the technology platform built for Amazon to build and scale their startups in a secure, reliable, and cost-efficient manner, accelerating their path to profitability. In this session, hear from founders in the AWS GovTechStart program who have rapidly increased their revenues with AWS services and go-to-market support.



Featured speakers:
Rachel Mushahwar,
Christine Stoffel-Moffet,
Andy Tay,
Valerie Henderson,
Lauren Shanley

ABW005

Inclusivity, diversity and equity: Driving change from the top

Developing a diverse workforce and an opportunity-rich culture is integral to people doing their best work and essential to stronger business performance. In this session, learn about building environments where employees feel respected and empowered. It must be a priority at every level. All employees should have the agency and responsibility to drive change by making inclusivity, diversity and equity part of their everyday work. But if leaders aren't talking about it (and practicing it daily), they can't expect the team to do so. Learn how to take action by setting aggressive goals, regularly scrutinizing progress, and clearing roadblocks.



Featured speaker:
Rich Hua

ABW006

Emotional intelligence to supercharge your success

Professional success requires more than just IQ and "hard" skills. Research has shown that emotional intelligence actually accounts for the majority of your long-term success, even in technical roles. It's the ability to remain calm under pressure and resilient in the face of adversity. It's leading with empathy and inclusivity. It's bringing out the best in others. In this session, learn how to increase your emotional intelligence so you can empower greater success for yourself and the people around you.



Featured speakers:
Tony Powell



Featured speaker:
Stephanie Espy, Jameka S. Pankey



Featured speaker:
Gloria Goins

ABW209

Youth Development and Outreach Through Technology and Golf

AWS and First Tee are partnering to help deliver on Amazon's newest Leadership Principal, Success and Scale Bring Broad Responsibility to provide ways to make our local communities and future generations better. By integrating the game of golf with a life skills curriculum, First Tee provides educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. Together AWS and First Tee will embark on a joint outreach and public awareness campaign to educate Amazonians, partners, and customers on what First Tee is; communicate nationally First Tee's needs for volunteers, involvement, and donations; and inject STEM curriculum within the First Tee's associated 10K schools/summer camps.

ABW210

Fireside Chat With STEM Gems Author and Founder Stephanie Espy

Representation of women in STEM varies by field, but overall, women and certain ethnic groups remain significantly underrepresented in Science, Technology, Engineering, and Math careers. You can't be what you can't see. In this talk, chemical engineer Stephanie Espy will share what propelled her to move from engineering to STEM education. Since making the switch, Stephanie has founded academic coaching company MathSP and girls in STEM enrichment company STEM Gems to help students become more "STEM fluent" and to increase the diversity of those pursuing STEM degrees and careers. Join this Fireside Chat session to learn more about Stephanie's journey to expose, inspire, and empower the next generation of women in STEM.

ABW212

Why Unconscious Bias is Bad for Business

Unconscious bias happens outside of our knowledge, awareness or control. Yet it has real consequences on our employees, customers and communities. Over time, unconscious bias hinders an organization's ability to successfully execute its business objectives. In this must attend session, we will unpack why unconscious bias is bad for business and what we can do about it.

Chalk talk sessions



Featured speaker:
Adrienne Gilbert, PhD

ABW204

Code switch: Drive change with inclusive language

The words we use matter—they have the power to tear down or uplift, to exclude or include, and to marginalize or celebrate. Learn to drive change by using inclusive language. Explore the impact of the words you use every day, learn some tools for removing the bias from your own lexicon, and discover broader principles for building more representative, inclusive and accessible content.



Featured speaker:
Melanie LeGrande

ABW205

Second-chance hiring in tech

Learn how AWS is managing our people, technology, and resources to transform communities through upskilling and creating meaningful job pathways for returning citizens (individuals who have been formerly incarcerated). In this chalk talk, learn about the scale and impact of incarceration and how pathways to high-wage careers can rebuild lives and communities. Dive deep on elements of programs that build sustainable job pathways, create technical mentorships with AWS employee involvement, and integrate AWS curriculum into our partner programs. Also learn more about our program partners, including Justice Through Code and Televerde Foundation.



Featured speaker:
Cheyenne Van Cooten,
Megan Smith

ABW206

Building for inclusivity and accessibility

Come learn how to build a more accessible and equitable future for all people. This session examines how Amazon operationalizes inclusivity and accessibility for employees and customers. Attendees review examples of how Amazon builds through the People with Disabilities (PwD) affinity group, For Disability Inclusion (4DI), Global Accessibility Awareness Month, and external products and services. By looking at how Amazon strives to raise the bar on accessibility and inclusion across Amazon, attendees can gain an understanding of how to build a more accessible and equitable future for their employees and customers.



Featured speakers:
Rebecca Gonzales,
Alexis Robinson

ABW207

Hiring and developing diverse cybersecurity talent

Each day, hundreds of thousands of developers make billions of transactions on the AWS Cloud. This volume of usage demands growth in cybersecurity roles. What does it take to attract diverse talent to the cybersecurity space? In this session, learn about the impact of lack of diversity on cybersecurity, discover why cybersecurity lags behind other tech roles in diversity, and hear best practices for recruiting diverse employees—from supporting community organizations to developing early-career training programs. Strategies presented in this session equip hiring managers with the how and why to build more robust and diverse cybersecurity teams.



Featured speakers:
Jasmine Kyles and
Brendan DeVoue

ABW208

Raising your performance bar through mentoring

Mentoring raises Amazon's collective performance bar and enhances the ability to deliver for customers. In this chalk talk, learn how mentorship can boost employee engagement and retention and accelerate career growth. Explore why mentoring should be a priority in your organization, how to remove dependencies on a single mentor, and simple ways to develop mentor/mentee relationships. This chalk talk delivers strategies to promote mentoring in the workplace to enhance the value of organizations and employees.

Lightning sessions



Featured speaker:
Damu Winston



Featured speaker:
Sandy Carter



Featured speaker:
Patricia Cesaire

ABW012

Harnessing diversity to accelerate the adoption of emerging technologies

Diversity of thought and talent and overcoming unconscious biases can accelerate adoption of emerging technologies. Helping our customers go beyond what's possible to explore what's next and to drive value realization requires a shift in mindset, skills, and tooling. Join this session to explore how diversity can help our customers co-create the future.

ABW010

Driving gender equity in technology

Workplace culture has become a top priority for employers and a driving force for hiring and retaining talent. In this session, hear from AWS VP of WWPS Partners and Programs Sandy Carter in transparent conversation with Women@AWS on how AWS, our AWS Partners, and our customers are driving gender equity in technology and what more AWS could be doing to empower women in the workplace.

ABW014

Inclusion, Diversity, & Equity: Why it makes dollars and sense.

Building ID&E into company culture has been difficult for many organizations. Establishing the function, allocating resources, operationalizing teams, and measuring results are not easy tasks. This lightning talk focuses on the spectrum of inclusive marketing and provides examples of ways organizations can use inclusive marketing to deliver results in their businesses. Discover how our pillars of growing talent, cultivating culture, encouraging education, and prioritizing customer engagement have driven inclusivity and business value in meaningful ways across AWS.



Featured speaker:
Phoebe Truong

ABW08

Build a diverse, vibrant workforce with AWS Training and Certification

Diversity accelerates innovation, and investing in builders of all backgrounds is key to driving real business transformation. AWS Training and Certification (T&C) has a wide array of resources to educate your current and future workforce, including virtual instructor-led courses, digital training, hand-on skills training, and remote exam options for AWS Certification. Learn how AWS Customers and Partners have been successful in growing their workforce through training investments. In this lightning talk, hear about the success stories and how the AWS T&C offerings are supporting employees through various stages in their career.



Featured speaker:
Jasmeen Sembhi

ABW018

Paving the narrative for future underrepresented groups in tech

AWS is consistently hiring and developing the best, creating numerous programs to give diverse students opportunities to join the cloud computing industry. In this lightning talk, a woman with a minority background who attended low-income schools shares the challenges she faced while entering the tech industry. Discover her unique perspective on overcoming unconscious biases and thriving within uncertainty as she shares her learnings around breaking down barriers and shaping the narrative for the future of women in tech.



Featured speaker:
Manny Lewis

ABW09

Cultivating early-career talent within tech

The benefits of cultivating and retaining early-career tech employees are overlooked by many organizations. This inattention can create an environment where top performers leave to chase monetary or cultural goals rather than remaining in their current roles. Focusing on individuals' current job responsibilities no longer provides a high retention rate. Key growth mechanisms need to be shared with and used by your new employees during the first 12 months. This empowers new employees to take ownership of their careers and assists in sharing your company's overall culture. In this session, learn about mechanisms that Amazon uses to retain valuable technical employees.



Featured speaker:
Brandon Perkins

ABW016

Taking a cloud security transformation journey

AWS security services help customers achieve successful business outcomes by building security into their cloud adoption journeys. From the perspective of a security generalist to a cloud security professional, in this session, explore how AWS relies on diversity to enable customers to advance their security in the cloud.



Featured speaker:
Tenisha Jackson

ABW013

Hiring diverse C-suite talent in tech

Competing for women's tech talents in today's market has proven to be a challenge. In this lightning talk, learn what strategic approaches you can take to identify, recruit, and engage top women's talent and become part of the solution.



Featured speaker:
Nereida Woo

ABW015

Learning tech through the Military Apprentice Program

Amazon has created multiple programs focused on providing employment opportunities, educational access, and wellness resources for veterans and military families. In this session, learn about the journey from a nontechnical background into cloud computing. As a military spouse, Nereida Woo entered the cloud computing world in 2020 with no technical background. She shares her struggles, successes, and advice for those who wish to make a change in careers.

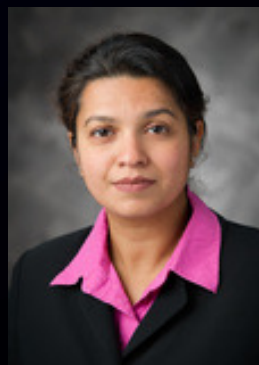


Featured speaker:
Alex Morrison

ABW011

Exploring the gender spectrum and expressions of gender identity in tech

In this session, gain some perspective on gender today and consider the evolution of gender expression in tech in the future.



Featured speaker:
Deval Parikh

ABW020

Solutions architecture at AWS: All Builders Welcome

Are you passionate about driving innovation towards a technology you believe in and want to build? Join this session to explore the role of a solutions architect (SA) at AWS and learn what a day in life of an SA looks like. Here at AWS, we embrace our differences and truly believe everyone has a unique skill set that can help build the future of technology for our customers. Come join the Women in Solutions Architecture group to learn how you can become a builder.



Featured speaker:
Beth Watson

ABW017

A mother's perspective on parenting, work & mental health in today's world

As a parent or future parent, how can you find balance between your career, your family, and your mental health during challenging situations like the COVID-19 pandemic? Too often, parents regret what they perceive as their parenting failures. Join this lightning talk to learn eight tips for thriving and finding balance. Explore how we as parents, leaders, and peers can support each other during difficult times.



Featured speaker:
Stephanie Espy

ABW022

STEM Gems: Why is it so powerful to #GiveGirlsRoleModels

The STEM Gems movement has reached over 150,000+ supporters via social media and targeted programming. The movement aims to augment the visibility of women in STEM and inspire tween and teen girls to develop a passion for STEM by giving them women role models and opening their eyes to STEM careers underrepresented by women. Equally important is to recreate the "playbook": to help girls to develop proper images of what STEM professionals look like and develop an implicit sense of belonging.



Featured speaker:
Olga Krasovski

ABW021

Workplace modernization through diversity and inclusion

As companies embrace their digital transformation journey, they realize that a successful digital transformation requires a corresponding organizational and people transformation. Workplace modernization is about engineering an inclusive culture that enables digital transformation. We will look into the new ways of working, recruiting and retaining top talent, and creating a motivated workforce.



Featured speaker:
Mike Eastman

ABW007

The importance of mentorship for growing diverse talent

Growing up as a product of the inner city and raised by immigrant parents with no higher education, Mike Eastman, AWS Director of Americas Cloud Sales Centers, was forced to define and forge his own path forward. His inspiration, motivation, and success were driven by a number of factors, but he always attributes them to great mentors, sponsorship, and leaders who shared real stories of others to define their own success. In this session, Mike shares lessons learned and how to help diverse talent capture opportunities and define success in their own careers.



Featured speaker:
Cliff Pearce

ABW019

AWS Professional Services People with Disabilities (PwD) 101

We often think a person who is labeled as “disabled” must suffer from a visible physical impairment, but more than a billion people globally are living with disabilities. In this lightning talk, discover some of the common misconceptions about people with disabilities (PwD), learn terminology, and build your awareness to help you design for PwD. The session will present intentional language you can utilize at work and in conversation. Come learn about some of the guidelines and requirements AWS has implemented to be more inclusive of employees and candidates with disabilities.



All Builders Welcome Lounge



All Builders Welcome Lounge

AWS and Amazon's ID&E leadership meet and greet with LaDavia Drane, Ian Wilson, Andrea Seitz and Candi Castleberry



Various times daily

ERG & Amazon affinity groups meet and greets



Various times daily

Experience location: All Builders Welcome Lounge

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*



All Builders Welcome

LaDavia Drane

AWS Global Head of Inclusion, Diversity & Equity



*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:

snyk



Edge

Bill Vass

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



Enterprise and Migration

Todd Weatherby

Vice President, Professional Services

Leadership sessions*



IoT

Michael MacKenzie
General Manager, AWS IoT



Networking & Content Delivery

David Brown
Vice President, Amazon EC2



Security, Compliance, and Identity

Stephen Schmidt
Vice President and Chief Information
Security Officer

Live stream sponsored by:



Serverless

David Richardson
Vice President, Serverless



Training & Certification

Maureen Lonergan
Director of AWS Training and Certification

Learn



Choose the learning methods that work for you



Breakout sessions

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



Workshops

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



Chalk talks

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



Builders' sessions

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

Choose the learning methods that work for you



Training and Certification

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



AWS DeepRacer

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



Jams and GameDays

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



Expo

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

Play



Play



Midnight Madness

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



Quirky

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



re:Play party

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



Restaurant receptions

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

Reserved seating

RESERVED SEATING WALKTHROUGH

Navigate to the session catalog

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



portal.awsevents.com/events/reInvent2021/dashboard/event/sessions

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AWS re:Invent 2021

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Sessions

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🔍 Search sessions by keyword

Showing 25 of 881 sessions

▼ Cost

- ☐ Paid sessions
☐ Free sessions

▼ Days

- ☐ Monday



15 years of AWS with J

BOA201

Amazon S3 and Amazon EC2 are...
this breakout session, have a chat...
customers keep surprising us with...
and shares lessons on how to bes...

Session type: Breakout Session

Topics: BuildOn.AWS

Session level: 200 - Intermediate

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

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▼ Cost

- ☐ Paid sessions
- ☐ Free sessions

▼ Days

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday

▼ Session level

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

▼ Session type

★ 15 years of AWS with Jeff Barr

BOA201

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

Session type: Breakout Session

Topics: BuildOn.AWS

Session level: 200 - Intermediate

Job Role: Developers, Architect

★ 5 ways to stay on top of your cloud learn

BOA202-R1 Repeat

No matter what project you're building, as a developer, you learn, experiment, and build on AWS while keeping your skills sharp 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 are helping our customers keep surplus inventory and shares lessons on how to manage it.

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

5 ways to stay

RESERVED SEATING WALKTHROUGH

Favoriting and un-favoriting a session

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



15 years of AWS with Jeff Barr

BCA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP of AWS, will be leading this breakout session, have a chat with him about how AWS was born, how it has grown, and how customers keep surprising us with their amazing projects. Along the way, Jeff will share 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 been born, how the developer experience has evolved over the years, and how customers keep surprising us in 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.

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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



Reserved ▲

Cancel reservation

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist, will share 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



Waitlisted ▲

Leave waitlist

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		<div>Achieve high performance and cost-e... 10:00 AM – 11:00 AM</div>	<div>Amazon Lightsail: Move your first ap... 10:00 AM – 11:00 AM</div>	
11 am				
12 pm				
1 pm		<div>Automating content moderation to i... 1:00 PM – 2:00 PM</div>		
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!**