

AWS  
re:Invent

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

# **Advertising & Marketing Technology Industry**

## Attendee Guide 2021

# Welcome!

On behalf of AWS, we're excited to welcome you to re:Invent 2021!

This year's hybrid conference is packed with best practices, usable examples, hands-on labs, and customer stories to help you make the most of the AWS Cloud to achieve your business goals.

The **Advertising & Marketing Technology** Industry track explores key use cases driving innovation across the vertical, including use of machine learning for advertising intelligence, privacy-safe data sharing and interoperability of identifiers, and running scaled advertising/marketing platforms at ultra-low latency and unmatched price-performance.

We are happy to have you along for the journey!

To be sure you are prepared and ready to take on re:Invent 2021, we've created this guide on how to maneuver the event successfully.



Tim Barnes,  
WW Director & GM,  
Advertising &  
Marketing Technology  
Industry, AWS



Gerry Louw,  
Head of WW Solutions  
Architecture, Advertising  
& Marketing Technology  
Industry, AWS



Clark Fredricksen,  
Head of WW Marketing,  
Advertising &  
Marketing Technology  
Industry, AWS

# Breakout sessions

Join the Advertising & Marketing Technology Industry track breakout sessions to hear customer stories, best practices, and pitfalls to avoid and to learn how you can make the most of the AWS Cloud for industry-specific use cases.

ADM301

## Under the Hood at Amazon Advertising

In this session for technology executives and engineering leaders, get an exclusive look at how Amazon Advertising uses AWS for real-time bidding, ad serving, and analytics. Learn how Amazon Advertising uses Amazon ElastiCache to perform 30M key lookups per second with 500M distributed keys, and how they scale DynamoDB to prepare for massive traffic spikes on Prime Day. They'll share advanced ML and analytics use cases, and overview using AWS for real-time personalization with streaming data. You'll take away reference architectures, technical best practices, and lessons learned from operating one of the largest advertising technology stacks on earth.

**Featured Speakers:**

### Amazon Advertising

**Rachit Chawla, Director, Software Development**  
**Anuj Joshi, Principal Software Development Engineer**  
**Kun Liu, Director, Sponsored Products Ads**

ADM302

## Predictive audience scoring at scale with Amazon SageMaker

In this session for data scientists, data engineers, and technology executives, learn from two customer case studies how to use Amazon SageMaker to build large-scale machine learning pipelines for audience scoring. First, see how Acxiom used SageMaker for propensity scoring with hundreds of millions of records and thousands of propensity models. Then, learn how AppsFlyer developed a predictive analytics solution to accurately predict mobile user lifetime value for iOS 14+ campaigns based on 1–24 hours of user interaction. Discover details on feature engineering, recommended models, best practices, lessons learned, and pitfalls to avoid.

**Featured Speakers:**

### Acxiom | AppsFlyer

**Varadarajan Srinivasan, Sr. Director of Data Science & ML Engineering, Acxiom**  
**Benjamin Winestein, Sr. Software Developer, AppsFlyer**



## Curated highlights: Learning from Amazon

INO202

### How Amazon.com transforms customer experiences through AI/ML

Amazon is transforming customer experiences through the practical application of AI and machine learning (ML) at scale. This session is for senior business and technology decision-makers who want to understand Amazon.com's approach to launching and scaling ML-enabled innovations in its core business operations and toward new customer opportunities. See specific examples from various Amazon businesses to learn how Amazon applies AI/ML to shape its customer experience while improving efficiency, increasing speed, and lowering cost. Also hear the lessons the Amazon teams have learned from the cultural, process, and technical aspects of building and scaling ML capabilities across the organization.

AMZ301

### How Amazon migrated a large ecommerce platform to AWS Graviton

In this session, learn about the benefits that Amazon's ecommerce Datapath platform (which is used by 1,400+ Amazon teams and runs at a scale of millions of TPS) has realized with AWS Graviton. With 25%–40% performance gains across 90,000 Amazon EC2 instances worldwide, the Datapath team is lowering their internal costs with AWS Graviton's improved price performance. Hear about the software updates that were needed and the testing approach that was used to optimize and validate the deployments. Finally, learn about the migration approach that the Datapath team used for their production deployment.

ARC326

### Beyond five 9s: Lessons from our highest available data planes

Every AWS service is designed to be highly available, but a small number of what we call Tier 0 services get extra-special attention. In this session, discover how AWS has built and architected Amazon Route 53 and the AWS authentication system, which is designed to survive cataclysmic failures, enormous load increases, and more. Learn our approach to redundancy and resilience at the infrastructure, software, and team levels. Explore how teams tasked with keeping the internet running manage themselves and keep up with the pace of change that AWS customers demand.

## Curated highlights: Compute & Networking

CMP301

### The journey of silicon innovation at AWS

Organizations are bringing diverse workloads onto AWS at a faster rate than ever before. To run diverse workloads with the performance and costs that users expect, AWS often innovates on their behalf and delivers breakthrough innovations, even at the silicon level. AWS's foray into silicon design started with the AWS Nitro System but quickly extended to AWS Graviton processors and purpose-built inference chips with AWS Inferentia. In this session, explore AWS's journey into silicon innovation and discuss some of the thought processes, learnings, and results from our experiences thus far.

CMP210

### Optimize compute for cost and capacity

Grow your compute capacity and enable new types of cloud computing applications while maintaining the lowest total cost of ownership by blending Amazon EC2 Spot Instances, EC2 On-Demand Instances, and EC2 Savings Plans purchase models. In this session, learn how to use the power of an EC2 Fleet with AWS services such as Amazon EC2 Auto Scaling, Amazon ECS, Amazon EKS, Amazon EMR, and AWS Batch to programmatically optimize costs and maintain high performance and availability. Dive deep into cost-optimization patterns for workloads such as containers, web services, CI/CD, batch, big data, and more.

CMP302

### Powering next-gen Amazon EC2: Deep dive on the Nitro System

The AWS Nitro System is a rich collection of building block technologies, including AWS-built hardware offload and security components, that is powering the next generation of Amazon EC2 instances with an ever-broadening selection of compute, storage, memory, and networking options. In this session, dive deep into the Nitro System, review its design and architecture, explore new innovations to the Nitro platform, and see how it has made the seemingly impossible, possible.

## Curated highlights: Data Processing, Sharing & Analytics

ANT201

### What's new with Amazon Redshift

Join this session to hear about important new features of Amazon Redshift. Learn about the architectural evolution of Amazon Redshift and how it uses machine learning to create a self-optimizing data warehouse. Additionally, explore how Amazon Redshift integrates with other popular AWS services.

ANT202

### What's new with Amazon EMR

Amazon EMR simplifies running open-source data processing applications such as Apache Spark, Apache Hive, and Presto on AWS, enabling users to run ETL, ML, real-time processing, data science, and low-latency SQL at petabyte scale. This session covers the latest on Amazon EMR and how Amazon EMR runtimes provide excellent performance to open-source versions of such engines without breaking API compatibility. Discover how Amazon EMR Studio and Amazon SageMaker Studio simplify building applications and pipelines for data scientists and engineers. Learn how to add support for transactions and real-time streams in data lakes with Apache Hudi and Apache Iceberg. See how to enforce fine-grained access control over data in Amazon S3.

ANT318

### Data lakes: Easily build, secure, and share data with AWS Lake Formation

Organizations are breaking down data silos and building petabyte-scale data lakes on AWS to democratize access to thousands of end users. In this session, learn about recent innovations in AWS Lake Formation that make it easy to build, secure, and manage your data lakes. Hear how an AWS customer built their data mesh architecture using Lake Formation to share data across their lines of business and inform data-driven decisions.

## Curated highlights: Machine Learning

AIM301

### Use Amazon SageMaker to develop high-quality ML models faster

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.

#### Featured Speakers:

**Ali Arsanjani, Principal Solutions Architect, AWS**  
**Samir Joshi, Software Engineer, Qualtrics**

AIM407

### Train deep learning ML models at scale with Amazon SageMaker

Today customers use Amazon SageMaker to build millions of models with billions of parameters. SageMaker offers advanced capabilities that help you manage large-scale model training such as debugging, profiling, model checkpointing, optimization for deep learning algorithms, and distributed training, so even the largest ML models can be trained in record time for the lowest cost. In this session, dive deep into these training features using examples from computer vision and natural language processing.

# Interactive sessions



Join us for two chalk talks focused on advertising & marketing technology use cases, and engage with AWS technical experts and customers who have built these workloads themselves.

ADM303

## Best practices for cloud-based real-time ad platforms

In this technical chalk talk for architects, engineering leaders, and infrastructure teams, learn from AWS industry experts how to achieve unmatched performance and cost efficiency for cloud-based, real-time bidding and ad serving. Discover purpose-built infrastructure solutions for real-time advertising, with recommendations on cloud-native architecture, networking, and compute selection—including tips for using AWS Auto Scaling, AWS Graviton2 processors, Amazon EC2 Spot Instances, and Aerospike. Reconsider common myths about OpenRTB in the cloud and discuss pitfalls to avoid. Take away a playbook of customer examples, reference architectures, and solutions to help you optimize cost performance for ultra-low-latency, million-plus-queries-per-second workloads.

### Featured Speakers:

**Gerry Louw**, Head of WW Solutions Architecture, Advertising & Marketing Technology Industry, AWS  
**Akhil Aendapally**, Solutions Architect, AWS

ADM304

## Applying Amazon SageMaker to real-time advertising workloads

In this technical chalk talk for data scientists and engineering leaders, discover how to deploy end-to-end ML pipelines with Amazon SageMaker for programmatic mediation in real-time advertising. Dive into a customer example to review how SageMaker multi-model endpoints are used to prepare, build, train, tune, deploy, and manage ML models for in-application header bidding with traffic volumes in excess of 1 million queries per second and requirements such as real-time inference without degraded latency or throughput. You can expect to come away with lessons learned, best practices, pitfalls to avoid, and a guide to applying SageMaker to real-time advertising workloads.

### Featured Speakers:

**Nick Reffitt**, VP, Data Science & Engineering, Tapjoy  
**Lauren Lochridge**, Sr. Solutions Architect, AWS  
**Urvashi Chowdhary**, Head of Amazon SageMaker Data Wrangler, AWS

## Curated highlights: Compute & Networking

CMP213

### Lessons learned from customers who have adopted AWS Graviton

AWS Graviton2-based Amazon EC2 instances enable great price-performance for a wide variety of workloads in Amazon EC2. In this chalk talk, discover stories from customers who have successfully adopted Graviton2-based instances, including details of workloads, technologies, price-performance benefits, effort, and learnings.

CMP214

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

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

NET203

### Demystify data transfer charges on AWS

Understanding the impact of architectural choices on data transfer can sometimes be challenging, even to experienced AWS users. In this chalk talk, learn about the details of data transfer and how to make architecture choices that improve application performance, reliability, and scalability—all while minimizing data transfer charges.

## Curated highlights: Data Processing, Sharing & Analytics

ANT318

### Data lakes: Easily build, secure, and share data with AWS Lake Formation

Organizations are breaking down data silos and building petabyte-scale data lakes on AWS to democratize access to thousands of end users. In this session, learn about recent innovations in AWS Lake Formation that make it easy to build, secure, and manage your data lakes. Hear how an AWS customer built their data mesh architecture using Lake Formation to share data across their lines of business and inform data-driven decisions.

ANT302

### New use cases for Amazon Redshift

Amazon Redshift continuous innovations provide cloud data warehousing capabilities that deliver price-performance leadership and ease of use with scale. Learn how Amazon Redshift features, built on the reliability and performance this service is known for today, can help you empower developers with automated capabilities, reduce time to business insights, or integrate across data types, AWS, and third-party services. Join this chalk talk to explore new features and learn from the experts about ways that you can use them.

ANT315

### Using Amazon Redshift to directly query third-party data on AWS

In this chalk talk, learn how companies spanning multiple industries are using AWS Data Exchange and Amazon Redshift to find, subscribe to, and immediately access and analyze third-party datasets without having to set up data ingestion pipelines.

## Curated highlights: Machine Learning

AIM307

### Automating content moderation to improve digital safety

Building human-based content moderation at scale can be time-consuming and expensive. Further, companies can face serious business consequences and put their users' privacy at risk if they are unable to moderate inappropriate content and redact personally identifiable information (PII). This chalk talk demonstrates how you can use Amazon AI services like Amazon Rekognition and Amazon Transcribe to create streamlined workflows to automate content moderation and redaction within video, audio, and images.

AIM309

### Tips and tricks for building your computer vision application

The volume and complexity of the visual clues that build an understanding of the world keep increasing. In this session, learn how to build computer vision applications that automate visual analysis with Amazon Rekognition—without any previous machine learning experience needed. Explore the new and enhanced face-detection, moderation, celebrity-recognition, video-segmentation, custom-label, and text-detection APIs and features for Amazon Rekognition.

ARC311

### Accelerate building media analysis workflows on AWS

The demand for media content in the form of audio, video, and images is growing quickly. Organizations across entertainment, education, and advertising are using media to engage with their audiences in new ways. Media Insights Engine (MIE) is a serverless framework designed to accelerate the development of applications that discover insights in your video, audio, and image content by utilizing AWS machine learning and media services. In this builders' session, dive deep into the MIE architecture and learn how you can use the engine to build new media analysis workflows into your applications.

# Other recommendations



# Other **Recommendations**

## Lounge

### **Connected Consumer Experience Lounge**

Stop by, relax, and chat with experts on how to provide connected consumer experiences across channels with AWS. Ask questions and review demonstrations on how to drive meaningful consumer engagement via media (with AWS Advertising & Marketing Technology solutions), on the road (with AWS Travel & Hospitality solutions), in-store (with AWS Retail solutions) and at home (with AWS Consumer Packaged Goods solutions). Rest, refresh, and network with AWS industry subject matter experts, partners, and other customers to get the most out of re:Invent experience.

**CAESARS FORUM**

**Monday – Friday**

# 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:

**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

## AWS Events

### AWS re:Invent 2021

#### ▼ Event

My calendar

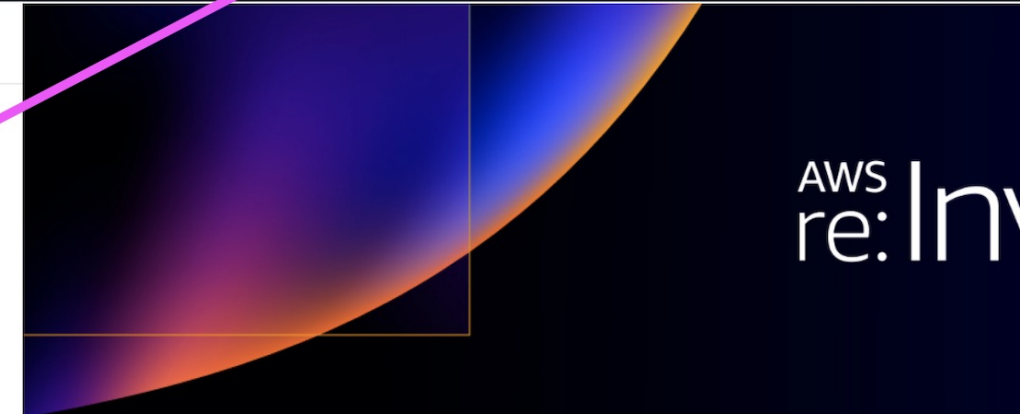
**Sessions**

► Registration information

► Payment

Contact us

AWS Code of Conduct



AWS re:Invent 2021 > Event > Sessions

## Sessions

All sessions

My favorites

My reservations

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 &gt; Event &gt; Sessions

## Sessions

All sessions

My favorites

My reservations

Showing 25 of 881 sessions

### ▼ Cost

- ☐ Paid sessions
- ☐ Free sessions

### ▼ Days

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

### ▼ Session level

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

### ▼ Session type

### ★ 15 years of AWS with Jeff Barr

BOA201

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

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

### ★ 5 ways to stay on top of your cloud learn

BOA202-R1 Repeat

No matter what project you're building, as a developer, you learn, experiment, and build on AWS while keeping your 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 &gt; Event &gt; Sessions

## Sessions

All sessions

My favorites

My reservations

 Search sessions by keyword

Showing 25 of 881 sessions

### ▼ Cost

- ☐ Paid sessions
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### ▼ 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.



## 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 with the AWS 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

🔍 Search sessions by keyword

Showing 25 of 881 sessions

▼ Cost

## RESERVED SEATING WALKTHROUGH

# Cancelling a reservation or waitlist

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



## Automating content moderation to improve digital safety

AIM307

The volume of user-generated content and third-party content has been exploding in social media, online 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 

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< 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](#)

&lt; November 2021 &gt;

	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!**