Travel & Hospitality
Attendee Guide 2021
Welcome!

Hello,

On behalf of the AWS for Travel & Hospitality Team, we are excited for you to join us for re:Invent 2021!

AWS re:Invent 2021 is back in person this year and live from Las Vegas, NV! The event is sure to be as engaging as it is informative with opportunities to join virtually for those that can't be with us in person. Don't forget to register [here](#).

Regardless of how you attend, re:Invent 2021 will be packed full of sessions to help you innovate and accelerate your digital transformation. We're offering numerous sessions featuring the latest AWS technologies, tips, tricks, and best practices from our travel and hospitality experts and partners, as well as customer success stories to inspire you and your organization.

In this AWS Travel & Hospitality attendee guide, you'll find a list of relevant sessions to help you make the most of your time at re:Invent 2021. Check back to see the full schedule when it goes live early November. We look forward to seeing you there!

Stay up to date on all things AWS Travel and Hospitality at [aws.com/travel](http://aws.com/travel).

David Peller, Managing Director
AWS Travel & Hospitality
Breakout Sessions
These are two can't-miss sessions to hear firsthand accounts of digital transformation using AWS cloud technologies across the Travel and Hospitality Industry from leading organizations, such as Air Canada, Hilton, Starbucks, and United Airlines.

**TRV201**

**How data is driving the future growth of travel and hospitality**

Travel and hospitality companies seek to transform their businesses through enhancing customer experiences and increasing operational efficiency. Doing this requires using the incredible amount of data inherent in modern companies, in a flexible, scalable, and cost-effective way that breaks down data silos, allows for rapid development of microservices, enables self-service, and facilitates experimentation at scale. In this session, learn how leading travel and hospitality companies are turning their data into insights and business results with AWS, accelerating recovery, and building what's next on behalf of their customers.

**Featured Speakers:**
- Michael Leidinger, SVP & CIO, Hilton
- Rajesh Naidu, VP, Starbucks
- Steven M. Elinson, AWS

**TRV202**

**Building what’s next in air travel**

The COVID-19 pandemic forced air travel companies to innovate in ways that will impact and improve the way people fly for years to come. Whether you're a travel and hospitality executive looking for practical advice or a curious traveler wondering how your customer experience will be different in the future, join this session to learn how airlines and airports are using the power of AWS, including machine learning, data, and analytics, to build what's next in air travel.

**Featured Speakers:**
- Jason Birnbaum, SVP, United Airlines
- Mel Crocker, VP & CIO, Air Canada
- Massimo Morin, AWS
In this session, see how Taco Bell used event-based architecture to decouple and decentralize application components to improve agility and resiliency of their applications.

Many difficult problems in modern enterprise workloads can be solved with event-driven architectures. It can also be challenging to work with large amounts of data in different data stores and locations. Teams building microservices architecture often find that integration with other applications and external services can make their workloads more monolithic and tightly coupled. In this session, learn how to use event-based architecture to decouple and decentralize application components. You can use AWS messaging services to connect microservices and coordinate data flow, using minimal custom code.

Discover how Starbucks optimized its Kubernetes cluster, increased spot usage, and focused on digital sustainability across the organization following an AWS sustainable architecture assessment.

AWS is focused on efficiency in every aspect of their infrastructure, and builders can accelerate the sustainability of their workloads through optimization and informed architecture patterns. This session dives deep into techniques recommended by the AWS Well-Architected Framework and provides direction on reducing the energy and carbon impact of AWS architectures. Learn about user patterns, software design, and AWS service considerations, which organizations of any size can apply to their workloads.

In this session, see how Rappi, "delivery of everything" leader, transformed their backend infrastructure with Amazon DocumentDB to handle the surge in orders and deliveries during the COVID-19 pandemic.

Amazon DocumentDB is a fast, reliable, fully managed MongoDB-compatible database service. Document-oriented databases are one of the fastest growing categories of NoSQL databases, primarily for their flexible schema and logic design. In this session, dive deep into Amazon DocumentDB—review recently launched features, learn about customer use cases, and consider when to use a document database. Also discover migration best practices and hear a customer testimonial.
RET201
Reengineering infrastructure and data architecture at Tapestry

This session covers it all: digital transformation, data analytics, and machine learning—to drive better business decisions and outcomes and enhance customer experiences. This is a session you won’t want to miss.

Tapestry, a global house of luxury brands that includes Coach, Kate Spade New York, and Stuart Weitzman, has built a platform to support its digital transformation. In this session, hear about lessons Tapestry learned while migrating multiple data centers to the cloud and their strategic use of infrastructure as code to deliver business agility. The team discusses how they created the Tapestry Data Exchange, an API-driven data ecosystem serving multiple brands. Also, learn how Tapestry is using product metadata to optimize machine learning models for product allocation forecasting and personalized customer experiences.

RET301
Neiman Marcus and Waitrose: Utilizing serverless microservices

If you’re considering a serverless architecture, you won’t want to miss this session as these two powerhouse retailers share their experiences, lessons learned, and successes with serverless microservices to facilitate innovation, agility, and transformation.

How can organizations accelerate application development to respond to market dynamics and changing customer preferences? In this session, hear from two leading retailers that have implemented a modern serverless architecture and created a culture of innovation. The teams discuss examples of rapid application development and deployment of cloud services for mobile customer engagement, fraud detection, and cloud PoS. Learn insights from those who are modernizing both technology platforms and IT team culture to enable business transformation.
AIM204
Enhancing the customer experience with Amazon Personalize

With travel and hospitality becoming ever more commoditized, personalized experiences are a true differentiator. Learn how developers are using AWS to create individualized recommendations for customers using their applications.

Personalizing content for a customer online is key to breaking through the noise. Yet, brands face challenges that often prevent them from providing these seamless, relevant experiences. Learn how easy it is to use Amazon Personalize to tailor product and content recommendations to ensure that your users are getting the content they want, leading to increased engagement and retention.

BIZ204
Improving CX with omnichannel contact center interactions

Now more than ever, travel and hospitality companies want a reliable, agile, and flexible contact center solution that provides exceptional customer service and reduces costs.

While customers expect natural and seamless conversations with their customer service team, delivering cohesive experiences can be challenging. In this session, learn how Amazon Connect, an easy-to-use omnichannel cloud contact center, uses machine learning, automation, and inbound and outbound communication channels across voice and chat to improve business outcomes. Also, hear how to improve customer issue resolutions while saving contact center costs.

TLC304
At the cutting edge: Multi-access edge computing with CSPs

Airports and airlines are implementing network-wide digital transformation to deliver real-time data for an enhanced customer experience.

In this session, learn how AWS is helping telecom operators globally transform customer experiences with AWS edge computing services. Dive into reference architectures from Telenor, América Móvil, Boingo, and other real-life deployments that use AWS edge services including AWS Snowball, AWS Outposts, AWS Wavelength, and AWS Local Zones, along with multiple access network technologies. Learn to create unique customer experiences for mines, airports, seaports, and millions of farms.
Enterprises are adopting the AWS Cloud at a rapid pace to reduce costs, become more agile, and innovate faster. While most workloads can be easily migrated to the cloud, some remain on premises or in edge nodes due to low latency, local data processing, or data residency requirements. Organizations want to run their workloads using the same infrastructure, services, APIs, and tools across all environments—from the cloud to on premises to edge nodes. In this session, learn how AWS is reinventing hybrid by extending AWS to virtually anywhere organizations need it, from on-premises locations to large metro centers to 5G networks.

Access to all your data for fast analytics at scale is foundational for 360-degrees projects involving data engineers, database developers, data analysts, data scientists, BI professionals, and the line of business. In this session, learn how easy-to-use ML can help your organization imagine new products or services, transform your customer experiences, streamline your business operations, and improve your decision-making. A secure, integrated platform that’s easy to use and supports nonproprietary data formats can improve collaboration through data sharing and can also improve customer responsiveness. Learn how AWS developer tools, including Data API, and native support for semi-structured data using standard SQL commands can improve software time to market.

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.
Amazon Alexa for industry solutions

As voice AI becomes increasingly valuable, multifamily property managers need solutions to create and manage voice-enabled experiences at scale across their properties. In this session, learn how to build voice-enabled experiences with Amazon Alexa across residential properties to meet the growing demand for AI technologies.

Centrica: Balancing the grid with innovative technology

A carbon-neutral world demands a new approach to energy. Higher customer expectations and evolving markets are increasing pressure on many businesses to be environmentally responsible and causing these businesses to prioritize the importance of implementing net-zero energy solutions. In this session, learn about Centrica’s drive to reach net zero by 2045 and their use of distributed energy resources (DERs) to meet these objectives. Discover emerging DER technology that enables a more sustainable, balanced energy grid—and how Centrica is using AWS technology with their energy-optimization software to build the future energy grid on residential, business, and utility levels.

Sustainability in AWS global infrastructure

The global cloud infrastructure helps customers build reliable, available, secure, scalable, and fault-tolerant applications. AWS is also committed to innovating in sustainability as the organization works toward Amazon’s goal of achieving net-zero carbon by 2040. In this session, learn how AWS continues to increase efficiency across their operations and review progress toward the goal of powering operations with 100% renewable energy. Also, hear an update on water stewardship programs at AWS and explore how AWS InCommunities is making a positive impact in the regions where AWS global infrastructure is built and operated.
Thousands of guests come to Las Vegas to participate in re:Invent, the biggest annual AWS event. Attendees move from venue to venue to attend breakout sessions, chalk talks, and more. To help them get where they need to go, AWS provides transportation and directions. In this session, learn how Amazon Location Service is helping the re:Invent team provide attendees and fleets with accurate information on routes, locations, distances, and estimated travel times. See how they are utilizing a fully managed serverless solution to support attendees with clear and trustworthy location data and how you can do the same at your own events.

FWM204
Building the re:Invent app with Amazon Location Service

How can you accelerate mobile application development to deliver differentiated customer experiences? You won't want to miss this session to hear how a small team quickly created an app to provide personalized recommendations for craft beer.

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

BOA302
Build an app to find your next favorite brew
Interactive Sessions:
Chalk Talks
Builders’ Sessions
Workshops
In this chalk talk, learn how to use the data mesh methodology to build a data lake/lake house architecture and an operational data store for customer and operations data with the ability to separate compute and storage and implement schema-on-read. Discover how to do so using NoSQL databases and implementing open standards like Parquet, JSON, and Avro to meet the needs of the agile enterprise. Finally, learn how this method democratizes access to data and accelerates the building of digital applications while reducing the total cost of ownership.

Travel and hospitality organizations are all seeking to enhance experiences by improving their insights into customer needs. In this chalk talk, learn to create a 360-degree view of travelers and guests by leveraging customer data management tools (MDMs) for known customers and customer data platform tools (CDPs) for anonymous customers. Discover how to derive customer insights and use them to provide personalized offers and interactions in the digital channels and contact centers.
Airlines and hotels are experts at delivering guest experiences with the charm of traditional hospitality. They are now realizing the potential of cutting-edge technology to deliver transformative guest experiences and drive brand loyalty. In this chalk talk, learn how to use the possibilities of the AWS Cloud to create seamless, elevated, and memorable experiences throughout the guest journey: before they book, during their stay or flight, and after they depart. Learn about building technology solutions for use cases like messaging platforms, experience automation, and contactless experience.

Third-party online ordering aggregators and delivery marketplaces have changed the way people order from restaurants. Last year, the COVID-19 pandemic accelerated the adoption of these services. Restaurants with existing connections to third parties bolstered integrations, while restaurants without scrambled to integrate with partners like DoorDash, GrubHub, Olo, Postmates, and Slice. Customers expect high levels of service from restaurants, and the differences between third-party and first-party channels mean that new technology approaches are required. AWS’s serverless computing provides ways for restaurants to quickly build and integrate with online ordering partners while improving scalability and reliability and reducing operating costs compared to traditional approaches.
BIZ304
Unify inbound, outbound, & self-service experiences with Amazon Connect

Customers expect consistent, personalized engagement, whether they are contacting you or you are contacting them. In this chalk talk, learn how to blend proactive outbound contact strategies and automation with your inbound contact center, improving issue resolutions and outcomes.

AIM308
Harness the power of ML to protect your business with Amazon Fraud Detector

Learn how Amazon Fraud Detector companies transform raw data into highly accurate ML-based fraud detection models and detect more online fraud faster.

CPG301
Build a unified commerce experience that scales

If your restaurant is re-evaluating your consumer engagement strategy, you won’t want to miss this session. We’ll showcase the AWS technologies that Zé Delivery used to build its successful solution.

AIM303
Improve your operations with computer vision at the edge

In this interactive session, learn all about AWS Panorama—from benefits and use cases to installation and optimization—so you can improve insights into hospitality operations.

AIM311
Tips and tricks to boost your personalized recommendations

Fine-tune Amazon Personalize so you can increase sales, enhance customer experiences, and drive brand loyalty by delivering low-latency, highly relevant recommendations for your users in real time.

SESSION ID: ARC329-S
A renewed member and franchise experience at Wyndham Hotels (sponsored by PwC)

In this session, discover how PwC, Wyndham, and AWS are helping transform the hospitality industry by enhancing the member and franchise experience while reducing costs and inefficiencies.
Building data lakes and sharing data with AWS Lake Formation

Building data lakes and sharing data across your organization can be challenging. In this chalk talk, learn how to use AWS Lake Formation to simplify building, securing, and managing your data lakes. Discover best practices for reliably building your data lakes and sharing this data across your lines of business and thousands of users.

Learn how to drive deployment frequency through automation

For development and operations teams seeking to transition to being cloud native, join this chalk talk to learn how to navigate the challenges of adopting container- and microservice-based cloud-native architectures. Discover how to drive deployment frequency through automation, as well as how tools in the AWS Marketplace can help you in your journey to becoming cloud native.

Get the best of both worlds with hybrid cloud storage

Join this chalk talk to learn how AWS Storage Gateway integrates AWS Cloud storage with existing onsite workloads to simplify storage management and reduce costs while providing low-latency access to data for on-premises applications.
Workshops

Travel & Hospitality

Workshops are two-hour, hands-on sessions where you work in teams to solve problems using AWS. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other. Each workshop starts with a 10–15-minute lecture by the main speaker, and the rest of the time is spent working as a group. Come prepared with your laptop and willingness to learn! AWS will provide credits.

AIM415

Real-time recommendations using Amazon SageMaker Feature Store

Learn how to make personalized recommendations more responsive and improve viewer experience using Amazon SageMaker.

Data scientists apply feature transformation on organizations’ raw data to generate aggregated features for their machine learning algorithms. These aggregated features are critical for real-time applications, such as fraud detection, real-time recommendations, and personalization. However, serving these types of features for real-time predictions in production poses a difficult problem.

MFG303

Industrial condition monitoring and automated quality inspection

Bring your laptop and basic console knowledge to this hands-on workshop to get direct experience applying AI and ML to industrial operations use cases such as predictive quality and rotating equipment condition monitoring. Learn how to use a sample product quality image dataset to build and train an ML model with Amazon Lookout for Vision to detect quality issues on a production line. Also, use a sample compressor dataset and the Amazon Lookout for Equipment service to monitor the condition of rotating equipment, detect equipment anomalies, and ultimately enable a predictive maintenance program.
Builders’ Sessions

Travel & Hospitality

Builders’ Sessions are 60-minute small group sessions with AWS experts who are there to help answer questions and provide guidance. You will use your laptop to experiment and build with the AWS expert after a short demonstration. There is reserved seating for builders’ sessions.

ARC203
Prepare your teams for operations-driven development

A well-architected workload requires operational excellence, which is also an integral part of a fault-tolerant, resilient, and performant workload. Teams often struggle to capture the data and metrics needed to monitor the health and performance of production workloads. In this builders’ session, learn about architectural best practices to develop a workload health dashboard using AWS X-Ray and Amazon CloudWatch. Insights from the dashboard can help your teams track, inspect, and ingest the data needed to drive continuous operational improvement.

BIZ305
Improve contact center insights and outcomes with ML

Companies are using ML to turn data into insights and automate actions that help personalize the customer experience and improve contact center outcomes. Join this session to learn how real-time Amazon Connect ML capabilities like Contact Lens for Amazon Connect and Amazon Connect Wisdom help contact centers get more out of customer and enterprise data.

ENT315
Reduce costs by migrating mainframe batch jobs to AWS

Migrate a batch job and its data to AWS while maintaining its original language, allowing you to reduce costs by saving on MIPS consumption and unlock your data by having it available on AWS.
Other recommendations
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.
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:

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.

Machine Learning Keynote

Swami Sivasubramanian is Vice President at AWS in charge of all Amazon AI and machine learning services. His team’s mission is “to put machine learning capabilities in the hands of every developer and data scientist.” Swami and the AWS AI and ML organization work on all aspects of machine learning, from ML frameworks (TensorFlow, Apache MXNet, and PyTorch) and infrastructure, to Amazon SageMaker (an end-to-end service for building, training, and deploying ML models in the cloud and at the edge), and finally AI services that make it easier for app developers to incorporate ML into their apps with no ML experience required.

Global Partner Summit Keynote

Join us for the Global Partner Summit keynote, presented by Doug Yeum, Head of AWS Partner Organization, Sandy Carter, Vice President, Worldwide Public Sector Partners and Programs, and Stephen Orban, General Manager of AWS Marketplace and Control Services. You’ll learn about cloud-powered innovation and the opportunity it creates for AWS Partners, as well as how AWS Partners use the AWS Cloud to build innovative solutions and services, differentiate their businesses, and enable customers in virtually every industry to transform their businesses.

Live stream sponsored by:
Leadership sessions
Leadership sessions*

LaDavia Drane
Director, Inclusion, Diversity & Equity

Francesca Vasquez
Vice President, Technology

*Sessions are subject to change
Leadership sessions*

Stephen Orban  
General Manager, AWS Marketplace

Max Peterson  
Vice President, Worldwide Public Sector

Sandy Carter  
Vice President, Worldwide Public Sector Partners and Programs

Mai-Lan Tomsen-Bukovec  
Vice President, Worldwide Public Sector Partners and Programs

Bratin Saha  
Vice President, Machine Learning

*Sessions are subject to change
Leadership sessions*

Analytics
Rahul Pathak
Vice President, Analytics

Architecture
Brian Taptich
Vice President, AWS Worldwide Specialist Organization

Business Applications
Peter Hill
Vice President, Business Applications

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

Compute
David Brown
Vice President, Amazon EC2

*Sessions are subject to change
Leadership sessions*

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

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Leadership sessions*

- IoT
  - Michael MacKenzie
    - General Manager, AWS IoT

- Networking & Content Delivery
  - David Brown
    - Vice President, Amazon EC2

- Security, Compliance, and Identity
  - Stephen Schmidt
    - Vice President and Chief Information Security Officer

- Serverless
  - David Richardson
    - Vice President, Serverless

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

Live stream sponsored by:

*Sessions are subject to change
Learn
Choose the learning methods that work for you

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

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

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

**Builders’ sessions**
These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance. It’s just you, your laptop, and the AWS expert.
Choose the learning methods that work for you

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

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

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

**Expo**
Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders’ Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths.
Once again this year, we will be hosting an AWS-style pep rally to kick off the week and welcome our most dedicated fans. Midnight Madness provides a sneak peek into re:Invent, complete with the first product launch of re:Invent 2021.

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

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

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

Navigate to the session catalog

After logging in to the event portal, click on the side nav and click “Sessions”.
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.
At the top of the session catalog, there is a search bar where you can enter freeform text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.
When viewing the session catalog, any session shown in the results has a star icon on it. Clicking that star will mark it as a favorite. To un-favorite it, simply click the star again.
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.

AWS Cloud Technical Essentials (option 1)

This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fundamental security. It also explores use cases that increase your understanding of AWS services, so you can make more informed decisions. It will help you 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
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.
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.
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”.

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Automating content moderation to improve digital safety
AIM307

The volume of user-generated content and third-party content has been exploding in social media, online forums, and other online spaces. To improve digital safety, companies need to find a way to review audio, image, video, and text content at scale for potential problematic content. This chalk talk provides hands-on experience to implement a multimodal AI content moderation pipeline. Use a speech (Amazon Transcribe), and text (Amazon Comprehend).

**Session type:** Chalk Talk
**Topics:** Artificial Intelligence and Machine Learning
**Session level:** 300 - Advanced

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**Reserved**

Canceled reservation

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BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist, takes a look back at the early days of AWS, born, how the developer experience has evolved over the years, and how customers keep building and sharing their experiences in 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”.

Contact us
AWS Code of Conduct

November 2021

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<th>Mon</th>
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RESERVED SEATING WALKTHROUGH

Viewing your calendar

If you navigate to the calendar, you will see all of your favorites, reserved seats, and waitlisted seats on the corresponding days that those sessions are scheduled.
Make a plan
Breakout sessions are lecture-style and one hour long. Sessions are delivered by AWS experts, customers, and partners, and they typically include 10–15 minutes at the end for Q&A.

Chalk talks are one hour long and contain expert-level content presented by AWS experts. The goal is to foster a technical discussion around real-world architecture challenges.

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

These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance.

Breakout sessions should make up the bulk of your plan. You can find customers directly speaking about their real-world experiences of using AWS products and services in sessions!
Building your agenda

💡 PRO TIPS:

• Make sure to watch the leadership sessions that are most relevant to your areas of interest to get the most strategic updates.

• Be sure to not miss out on all the keynotes, as that's where you'll catch the biggest AWS launches.

• re:Invent always tries to feature many customers directly speaking about their real-world experiences of using AWS products and services. You'll find them in many breakout sessions, as well as keynotes.

• Think about topics that are currently mission critical to your team, and topics you're interested in learning more about.

• Breakout sessions will be available to watch virtually, even if you are registered for in-person re:Invent.

• Make an extensive list of sessions to watch! Favorite lots of sessions so when reserved seating goes live, you have lots of options.
Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.

**Expo**
Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders’ Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!

**Content hubs**
Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.

**Labs**
Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you’re just starting out or honing your technical skills, learn by doing with labs.
Your re:Invent checklist

- Register for re:Invent / Book your hotel / Book your travel reservations / Upload your badge photo
- If attending in person, review the health measures in place for this year’s re:Invent
- Visit the re:Invent website to stay up to date on announcements
- Add all five keynotes to your agenda
  Pro Tip: This is where you’ll catch the biggest AWS launches
- Add your favorite leadership sessions to your agenda
- Get ready for reserved seating: favorite the learning sessions of interest to you
- Familiarize yourself with sponsors in the Expo, along with the Expo map
- If you’re attending with a team, connect with your colleagues to plan how to conquer the many hours of content
  Pro Tip: Don’t forget to find time to reconvene with your team and debrief on everyone’s learnings
- Check out the Play activities and add them to your agenda
- Watch all the How to re:Invent videos to prepare for the week
- Follow Amazon Web Services on Instagram, Facebook, LinkedIn, and Twitter
Useful resources
How to re:Invent

Everything you need to know about how to re:Invent. Insider tips, planning advice, and interviews with re:Invent experts. Stay tuned for more episodes on the road to re:Invent!

Health measures

The health and safety of our customers, partners, and employees remains our top priority. Review our updated COVID-19 vaccination requirements for attending re:Invent in Las Vegas.

FAQs

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