AWS re:Invent

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

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.

David Peller, Managing Director
AWS Travel & Hospitality

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Breakout Sessions

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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

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API304
Taco Bell: Building next-gen applications with event-driven architectures

In this session, learn 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.

ARC325
Starbucks: Architecting for sustainability

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 our 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.

DAT301
Rappi: Amazon DocumentDB deep dive

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.

SEC205

Security posture monitoring with AWS Security Hub at Panasonic Avionics

In this session, Panasonic Avionics shares their robust security solution for migrating to Amazon S3 to reduce data center costs by more than 85 percent while remaining secure and compliant with comprehensive industry regulations.

Learn to proactively monitor, identify, and protect data to help maintain security and compliance with low operational investment. Discover best practices for deploying layered security to monitor data using Amazon Macie, learn how to detect threats using Amazon GuardDuty, and consider how automating responses can help protect your data and meet your compliance requirements. Explore how you can use AWS Security Hub as a central monitoring and posture-management control point.

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.

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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.

CMP204

Extending AWS to where organizations need it

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.

ANT303

Democratizing data for self-service analytics and ML

Access to all your data for fast analytics at scale is foundational for 360-degree 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.

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.

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ALX201
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.

PNU306
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.

ARC206
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.

BOA302

Build an app to find your next favorite brew

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.

FWM204

Building the re:Invent app with Amazon Location Service

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.

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Chalk Talks

The five Chalk Talks beginning with "TRV" focus on crucial Travel and Hospitality Solution Areas.

Chalk talks are a highly interactive content format with a **smaller audience**. They begin with a 10–15-minute lecture delivered by an AWS expert, followed by a 45–50-minute Q&A session with the audience. The goal is to foster a technical discussion around real-world architecture challenges. **Chalk talks** are presented by AWS experts and have **expert-level content**.

TRV301

Travel & hospitality data platform for democratizing enterprise data

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.

TRV302

Creating 360-degree views for personalized customer experiences

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.

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TRV303
Travel and hospitality cloud migration approaches that work

Join this chalk talk to learn about the common characteristics of successful cloud migrations, compiled from the experiences of and lessons learned by AWS customers and AWS Partners around the world over the last few years in countless successful travel and hospitality (T&H) cloud migration projects.

TRV304
Build brand loyalty with guest experience transformation

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.

TRV401
Third-party ordering with AWS serverless

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 transforms 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.

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.

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.

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AIM305

Hello, is it conversational AI you're looking for?

Explore how to design conversation paths, customize responses, integrate with your applications, and enable self-service use cases to scale your customer support functions.

MKT204

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.

ANT320

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.

STG330

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.

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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.

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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

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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:

stripe

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:

INGRAM MICRO CLOUD

Leadership sessions

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Leadership sessions*

SPOTLIGHT SESSION

SPOTLIGHT SESSION

All Builders Welcome

LaDavia Drane

Director, Inclusion, Diversity & Equity

AWS Executive Panel

Francessca 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

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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

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Leadership sessions*

Containers

Deepak Singh
Vice President, Compute Services

Databases

Jeff Carter
Vice President, Relational Databases

Developer

Ken Exner
Director, AWS Developer Tools

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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

Live stream sponsored by:

TREND MICRO™

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.

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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.

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Reserved seating

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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

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Using catalog filters

When viewing the session catalog, there is a set of filters available on the left sidebar of the sessions catalog that shows a variety of filters you can use while browsing. Filters include: price, day of the week, difficulty level, session type, topic, AWS service, and industry.

AWS re:Invent 2021 › Event › Sessions

Sessions

All sessions   My favorites   My reservations

🔍 Search sessions by keyword

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 this breakout session, have a chat with him about how AW 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 lear

BOA202-R1   Repeat

No matter what project you're building, as a developer, y learn, experiment, and build on AWS while keeping your to discover AWS and start working with its foundational s optimize your learning experience in the cloud.

Session type: Chalk Talk
Topics: BuildOn.AWS

aws

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AWS re:Invent 2021 > Event > Sessions

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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.

▼ **Cost**

☐ Paid sessions
☐ Free sessions

▼ **Days**

☐ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday

▼ **Session level**

⭐ 15 years of AW

BOA201

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

Session type: Breakout
Topics: BuildOn.AWS
Session level: 200 - Inte
Job Role: Developers, A

⭐ 5 ways to stay

aws

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Favoriting and un-favoriting a session

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

ations

15 years of AWS with Jeff Barr

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP
this breakout session, have a chat with him about how AWS was born,
customers keep surprising us with their amazing projects. Along the wa
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

aws

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

Date
Time
Loca

Reserve a seat

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

Date
Time
Loca

Buy for $1.00

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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, ha born, how the developer experience has evolved over the years, and how customers keep surprising us 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

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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, onlin end users, companies need to find a way to review audio, image, video, and text content at scale for pot content. This chalk talk provides hands-on experience to implement a multimodal AI content moderatio speech (Amazon Transcribe), and text (Amazon Comprehend).

Session type: Chalk Talk
Topics: Artificial Intelligence and Machine Learning
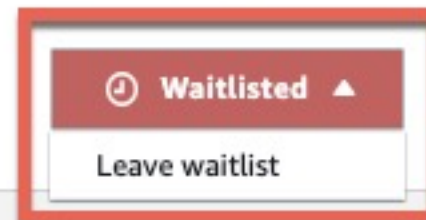Session level: 300 - Advanced
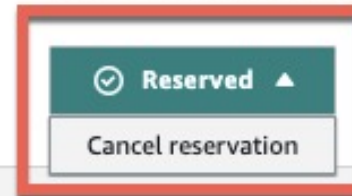
Da
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⊘ Reserved ▲

Cancel reservation

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evang born, how the developer experience has evolved over the years, and how customers kee community and shares lessons on how to best build on AWS. Last but not least, go bac

Session type: Breakout Session
Topics: None
Session level: 200 - Intermediate

⏱ Waitlisted ▲

Leave waitlist

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Viewing your calendar

In the main navbar on the left of the session catalog, you will see a link that says "My calendar".

RESERVED SEATING WALKTHROUGH

Viewing your calendar

If you navigate to the calendar, you will see all of your favorites, reserved seats, and waitlisted seats on the corresponding days that those sessions are scheduled.

Reserved Seating Demo 2021 > Event > My calendar

‹ November 2021 ›

	Mon 29	Tue 30	Wed 01	Thu 02
12 am				
1 am				
2 am				
3 am				
4 am				
5 am				
6 am				
7 am				
8 am				
9 am				
10 am		Achieve high performance and cost-e... 10:00 AM – 11:00 AM	Amazon Lightsail: Move your first ap... 10:00 AM – 11:00 AM	
11 am				
12 pm				
1 pm		Automating content moderation to i... 1:00 PM – 2:00 PM		
2 pm				
3 pm				

Make a plan

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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!

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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.

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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.

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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

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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

aws

Thank you!

aws