Welcome!

We're excited to announce that 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.

Regardless of how you attend, re:Invent 2021 will be packed full of CPG-relevant educational 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 CPG experts and partners, as well as customer success stories to inspire you and your organization.

In this CPG Attendee Guide, you’ll find a list of relevant sessions to help you make the most of your time at re:Invent 2021.

We’re excited to engage with you!

David Ahuja,
CPG Business Development Leader
Amazon Web Services
Breakout sessions
Don’t miss this CPG-specific breakout track featuring Tyson Foods

Join us as we share how Tyson and other CPG companies work with AWS to improve their new product development and manufacturing efforts.

This session covers how IoT, computer vision, and machine learning helped them create high-quality products and experiences for their consumers.

CPG202
Improving product experience and manufacturing

How can consumer packaged goods (CPG) companies use data, analytics, and progressive technology to build brand loyalty? In this session, learn how leading CPG companies are implementing IoT, analytics, and machine learning solutions to better serve their consumers. Discover how Tyson Foods created a repeatable, supportable, and scalable approach to use computer vision to improve manufacturing operations and product quality. Then, see other examples of how CPG companies use AWS solutions to develop smart products, optimize production and supply chain efforts, and improve the overall brand experience for their consumers.

Jeremy Gerard, Lead Developer, Emerging Technology, Tyson Foods
Learn from first-hand experience of major retailers

These are two can't-miss sessions to hear first-hand accounts of digital transformation with AWS Cloud technologies from some of the most highly regarded retailers in the industry—Tapestry, Neiman Marcus, and Waitrose.

**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, improve forecasts and product allocations, 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.
### Build great brands consumers love

Learn how AWS helps improve brand experiences by building smart devices, creating engaging apps, improving marketing effectiveness, personalizing campaigns, and providing better service when consumers need it.

<table>
<thead>
<tr>
<th>SESSION</th>
<th>TITLE</th>
<th>SUMMARY</th>
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<tbody>
<tr>
<td>ADM301</td>
<td>Under the hood at Amazon Advertising</td>
<td>Get an exclusive look at how Amazon Advertising uses AWS for real-time bidding, ad serving, and analytics to prepare for massive traffic spikes on Prime Day and how to use AWS for real-time personalization with streaming data.</td>
</tr>
<tr>
<td>AIM204</td>
<td>Enhancing the customer experience with Amazon Personalize</td>
<td>Personalizing content for a customer online is key to breaking through the noise. Learn how easy it is to use Amazon Personalize to tailor product and content recommendations to increase consumer engagement and retention.</td>
</tr>
<tr>
<td>AIM205</td>
<td>Transform the customer experience with AWS Contact Center Intelligence</td>
<td>Adding intelligence to your call center can help you better understand your customer and improve your overall service ratings. AWS Contact Center Intelligence provides self-service automation, real-time call analytics, and agent assist solutions to improve the consumer experience.</td>
</tr>
<tr>
<td>BOA302</td>
<td>Build an app to find your next favorite brew</td>
<td>Looking for your next favorite beer? Learn how to build a mobile app to find your favorite brew backed by AWS Amplify, AWS AppSync, Amazon DynamoDB, Amazon Cognito, Amazon Location Service, and more, as well as how to build and deploy models with AI and machine learning services, such as Amazon Personalize, Amazon Rekognition, and Amazon SageMaker.</td>
</tr>
<tr>
<td>IOT202</td>
<td>Innovating faster with AWS IoT for connected consumer products</td>
<td>Connected products can range from Roomba vacuum cleaners to Peloton fitness bikes, Bose stereos, LG televisions, and more. Transforma Insights estimates that there will be 125 billion connected devices by 2030 with revenue in the trillions of dollars. In this session, discover insights, best practices, and patterns that AWS has learned through our experience connecting hundreds of millions of devices across different regions and industry verticals.</td>
</tr>
</tbody>
</table>
Increase organizational agility & efficiency

Learn how computer vision, machine learning, and automation can help you improve decision-making and drive efficiency in your manufacturing plans and supply chains.

AMZ302
MLOps at Amazon: How to productionize ML workloads at scale

Learn how Amazon enabled the automation and reusability of ML solutions across a number of different business workloads—from optimizing product search results on Amazon.com to running its transportation network and ensuring faster delivery times.

MFG202
Industry 4.0 transformation with AWS for industrial

Learn how the AWS Cloud helps accelerate engineering design, optimize industrial operations, and reinvent supply chains. Discover how AWS helps leading industrial companies transform their business with the most comprehensive set of cloud services and solutions, an extensive partner network, and the highest standards for privacy and data security. Hear how Koch Ag & Energy Services reduced downtime and maintenance costs with anomaly detection and AWS services like Amazon Monitron and Amazon Lookout for Equipment.

AIM202
Get started with AWS computer vision services

Computer vision helps us augment our capability to understand the visual world around us. This session provides an overview of AWS computer vision services and how to get started quickly. Learn how Shutterstock, Mirror, Tyson, and Persona are using the AWS computer vision edge and cloud models for media analysis, content moderation, and quality inspection.

API202
Using an event-driven application pattern to improve customer experience

In this session, learn how to use location capabilities such as tracking, geofencing, routing, map visualization, and geocoding in your serverless applications in a way that is secure, protects the privacy of your users, is scalable, and improves your customer experience. With Amazon Fresh, Amazon's grocery pickup service, as an example application, discover how to estimate customer arrival time and direct staff and customers using Amazon EventBridge, AWS Lambda, Amazon Location, Amazon SQS, and AWS Amplify.

MFG203
AWS innovation within Amazon

Amazon Fulfillment Centers (FCs) are industrial operations powered by advanced automation, an amazing group of associates, and AWS. Take a virtual tour of an Amazon FC to see how miles of conveyors, advanced automation, robotics, artificial intelligence, and AWS come together to get Amazon Prime customers their packages in as fast as one day. Hear from an Amazon FC leader to learn how you can leverage AWS experience with industrial operations to digitally transform your business and optimize your operations.
Modernize SAP to drive transformation

Learn how AWS can help you migrate critical SAP workloads, modernize you’re your SAP environment and run it more efficiently.

**ENT206**
Marc O’Polo’s journey to direct-to-consumer operations and SAP S/4HANA

Marc O’Polo has the ambitious goal to be the most innovative fashion retailer in Germany and shift to a direct-to-consumer model. To support these changes, Marc O’Polo decided to move from three legacy ERP systems to a unified SAP S/4HANA implementation on AWS. They are also building a data lake, which will allow them to combine SAP data with other key data sources for greater insight into their customers and operations using AWS services. In this session, explore Marc O’Polo’s S/4HANA migration and lessons learned that other SAP users can implement to support their own journeys to a data-driven enterprise.

**ENT208**
Inside Johnson & Johnson’s cloud transformation

Modernizing enterprise resource planning (ERP) systems is a key pillar in Johnson & Johnson’s continued cloud transformation. Working with AWS Professional Services and AWS Partners, including Deloitte, Johnson & Johnson is consolidating more than 40 ERP systems on AWS and upgrading to S/4HANA Central Finance—a transformation that they estimate will net $200 million in operational benefits. In this session, learn about their migration journey, using infrastructure as code to increase SAP operational efficiency, and future plans to extend the ERP core to AWS services for advanced use cases such as voice-enabled manufacturing and fraud detection.
Interactive sessions
CPG-specific chalk talks to address technical challenges and scale brand experiences

These are two can’t-miss sessions where you can hear from AWS experts and our customers on how they took on key technical challenges to create unique brand experiences at scale.

**CPG201**
Creating a modern CPG data architecture with a data mesh

Managing data at scale requires consumer packaged goods (CPG) companies to consider a new approach to data management with a data mesh. While data lakes help companies ingest large amounts of information, it can be challenging when the data scales to petabytes with numerous data sources. In this chalk talk, learn from AWS CPG experts about how you can use data meshes to connect disparate data sources, create microservices to speed transactions, and collaborate with third-party providers while protecting consumer privacy and managing data at scale.

**CPG301**
Build a unified commerce experience that scales

Direct-to-consumer channel spending grew 43 percent in 2020 and now accounts for 18 percent of total CPG sales. Zé Delivery, a subsidiary of Anheuser-Busch InBev, used AWS to build a commerce platform that managed 10x user growth and delivered more than 27 million orders in 2020. In this chalk talk, learn how Zé Delivery built a serverless architecture using AWS Lambda, Amazon API Gateway, and Amazon Aurora to elastically scale to meet surge demands. Also, discover how they used Amazon SageMaker for logistics planning and to provide unique brand experiences for their consumers.
Break down the data silos to improved business visibility

A single manufacturing plant can generate a petabyte of data each day. With the expansion of IoT, companies need to determine how to collect, integrate, analyze, and then act on the massive quantity of data.

Join these chalk talks to learn how to use IoT to bring together the data you need to see what is going on and how to build data lakes to the extracted insights.

IOT311
AWS IoT device connectivity and provisioning

In this chalk talk, learn about connectivity and provisioning options that enable you to make the best decision for your use case. These options include RSA versus ECC keys, certification registration versus creation, custom CA, ACME-PC for CA, multi-account registration (CA-less), JITP, bulk registration, fleet provisioning, claim certificates, configurable endpoints, custom authorizer, MQTT versus MQTT over WS versus HTTPS, MQTT topic-naming conventions, and more.

IOT314
How to efficiently manage your IoT devices

How do you manage your devices and scale? This chalk talk dives deep into device management (Fleet Hub for AWS IoT Device Management), updating device configurable endpoints/firmware (e.g., device shadows, OTA), and debugging devices remotely (secure tunneling). Explore methodologies to remotely monitor your devices using AWS IoT Events.

MFG301
A practical guide to building an industrial data lake on AWS

Analyzing the massive quantities and types of data generated in an industrial setting can enable effective predictive maintenance, improved production forecasting, improved quality, and better visibility into production optimization opportunities. An industrial data lake is foundational to help manage and store structured and unstructured data, enabling industrial organizations to unlock operational insights for their factory digital transformation efforts. This chalk talk walks through the steps to building an industrial data lake on AWS with a sample reference architecture from an existing AWS industrial customer.
Learn how artificial intelligence can make an impact on your business

These chalk talks provide insight on how to apply camera vision, artificial intelligence, and machine learning to help drive faster decision-making and improve consumer experiences to drive business impact.

**AIM303**

**Improve your operations with computer vision at the edge**

Computer vision (CV) can help organizations of all sizes improve visibility into processes to increase efficiency and avoid potential issues. AWS Panorama is a machine learning appliance and software development kit that allows you to bring CV to on-premises cameras to make predictions locally with high accuracy and low latency. In this chalk talk, learn how you can automate tasks that have traditionally required human inspection to improve your operations across a variety of industries, such as retail, hospitality, and industrial.

**AIM310**

**Build an ML-powered demand planning system using Amazon Forecast**

This chalk talk explores how you can use Amazon Forecast to build an ML-powered, fully automated demand planning system for your business or your multi-tenant SaaS platform without needing any ML expertise. Amazon Forecast automatically generates highly accurate forecasts using machine learning, explains the drivers behind those forecasts, and keeps your machine learning models always up to date to capture new trends.

**AIM311**

**Tips and tricks to boost your personalized recommendations**

Get to know Amazon Personalize better by diving into how you can deliver relevant recommendations while also optimizing for the business outcomes that are important to you. In this interactive chalk talk, learn about Amazon Personalize and discuss best practices for delivering low-latency, highly relevant recommendations for your users in real time.
Get hands-on experience with workshops and builders’ sessions

Learn by doing in these workshops and builders’ sessions related to our CPG202 session showcasing Helen of Troy’s use of IoT and Tyson’s use of computer vision to improve the product experience and manufacturing.

**AIM314**
**Build and deploy a custom computer vision model in 60 minutes**

Amazon Rekognition Custom Labels is an automated machine learning (ML) feature that enables customers to quickly train their own custom models for detecting business-specific objects and scenes from images—no ML expertise is required. In this builders’ session, learn how to use Amazon Rekognition Custom Labels to build and deploy your own computer vision model and push it to an application to showcase inference on images from a camera feed. Bring your laptop and an AWS account.

**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.

**IOT308**
**Build and iterate on an IoT proof of concept faster with AWS IoT Device Client**

Building a proof of concept for your IoT solution can take weeks or even months. With AWS IoT Device Client, you can launch it in just a few hours. In this builders’ session, learn how to quickly set up and deploy a proof of concept using AWS IoT Device Client to quickly and easily connect to AWS IoT Core. Start using the features of AWS IoT Device Management and AWS IoT Device Defender to meet the needs of your use case.
Other recommendations
Other recommendations

CONSUMER LOUNGE

Connected consumer experiences

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 your re:Invent experience.

DATES AND TIMES:
Open 9 am to 5 pm, Monday through Friday

LOCATION:
Venetian Conference Center, Level 1
Main Foyer, Near Casa Nova Rooms
Keynotes
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:
Leadership sessions
Leadership sessions*

SPOTLIGHT SESSION

All Builders Welcome

LaDavia Drane
Director, Inclusion, Diversity & Equity

SPOTLIGHT SESSION

Francescasa 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

Edge

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

Enterprise and Migration

Todd Weatherby
Vice President, Professional Services

*sessions are subject to change
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

*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”.

[Screen shot of website showing the session catalog]

- [LEADERSHIP SESSIONS]
- [MAKE A PLAN]
- [USEFUL RESOURCES]
- [RESERVED SEATING]
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.

RESERVED SEATING WALKTHROUGH

Using catalog filters
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.
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.
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.
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.
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”.

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 applications. As a result, companies need to find a way to review audio, image, video, and text content at scale for potential content violations. This chalk talk provides insights into the use of AI to automate content moderation. It will discuss the types of content violations, how these violations can affect users, and how to implement a multimodal AI content moderation solution. It will cover speech (Amazon Transcribe), and text (Amazon Comprehend).

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

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist, will showcase how the developer experience has evolved over the years, and how customers keep engaged with the developer community and shares lessons on how to best build on AWS. Last but not least, go back and forth between the past 15 years to compare what has changed.

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”.
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
Building your agenda

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

**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** 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
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!