AWS re:Invent

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

Retail Attendee Guide 2021

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 retail-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 retail experts and partners, as well as customer success stories to inspire you and your organization.

In this Retail 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!

Paul Fryer, Retail Technology Leader, AWS

Ed Jimenez, Global Retail Marketing Leader, AWS

Tom Litchford, Global Retail, AWS

Breakout sessions

aws

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These are two can't-miss sessions where you'll hear firsthand 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.

ENT206

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

Marc O'Polo has the ambitious goals to be the most innovative fashion retailer in Germany and to 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 to 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 to greater insight into their customers and operations using AWS services. In this session, explore Marc O'Polo's S/4HANA implementation and lessons learned that other SAP users can apply to their own modernization journeys.

DAT303

Amazon DynamoDB: Driving innovation at any scale

Amazon DynamoDB is a fast and flexible, fully managed NoSQL database service that offers single-digit millisecond performance at any scale. In this session, learn about key DynamoDB benefits that can help support your ability to scale up or down, based on your needs – with no impact to performance. Hear from Mercado Libre, an ecommerce company with 75 million active customers in Latin America, about how they migrated more than 5,000 Apache Cassandra databases to DynamoDB without changing a line of code. Also, learn how DynamoDB helped Mercado Libre scale up its applications to support its massive customer surge from the COVID-19 pandemic.

ALX201

Amazon Alexa for industry solutions

Most people think of Alexa as a fun technology for personal use, but it's so much more than that. In this session, you'll learn about innovative uses for Alexa in the residential property management space.

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.

AMZ301

How Amazon migrated a large ecommerce platform to AWS Graviton

Get an inside look at how some of the most talented software engineers in the business managed this massive migration effort. And hear how AWS Graviton is delivering on both performance and price.

In this session, learn about the benefits that Amazon's ecommerce Datapath platform (which is used by 1,400+ Amazon teams and runs at a scale of millions of TPS) has realized with AWS Graviton. With 25%–40% performance gains across 53,000 Amazon EC2 instances worldwide for Prime Day 2021, the Datapath team is lowering their internal costs with AWS Graviton's improved price performance. Hear about the software updates that were needed and the testing approach that was used to optimize and validate the deployments. Finally, learn about the migration approach that the Datapath team used for their production deployment.

ANT211-S

Hot, fresh, and fast: Brinker's recipe for analytics success

Data innovation and retail/restaurant operations don't always go hand in hand. However, Brinker, a multinational hospitality company, has put the power of data analytics to work to optimize operations and delight customers. Hear how they've achieved success with AWS and Teradata.

With thousands of choices available, achieving ongoing success in the restaurant industry is more than magic. For Brinker (NYSE: EAT), one of the world's leading casual dining restaurant companies with over 1,650 Chili's Grill & Bar and Maggiano's Little Italy locations worldwide, the secret sauce is advanced analytics. Migrating the enterprise data warehouse from farm to table (that is, on premises to cloud) is just the start. A "balanced meal" also includes 500,000 daily queries and a full helping of Python and machine learning to optimize scheduling and boost guest satisfaction. In this session, discover how Teradata Vantage on AWS helps Brinker's challenges disappear. This presentation is brought to you by Teradata, an AWS Partner.

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API202

Using an event-driven application pattern to improve customer experience

Learn how Amazon Fresh is offering customers a new level of convenience with an expertly orchestrated, technology-driven 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.

ARC201

Reliable scalability: How Amazon.com scales in the cloud

Part history lesson, part inspiration, this session walks you through the evolution of Amazon.com from a technology perspective. It's a can't-miss if you've ever wondered how the company achieved success so quickly.

Amazon.com launched in 1995 with a modest architecture and a grand vision to be Earth's most customer-centric company. Learn how Amazon.com got big fast, and see their evolution from a monolithic architecture to a massively scalable system based on service-oriented architecture and microservices. With examples of real-world production workloads from Amazon.com, Ring, and Prime Video, learn how Amazon uses mechanisms to review and test cloud workloads at scale, and how they reliably process millions of transactions per day using the elasticity of the AWS Cloud. Come see how Amazon.com uses AWS to achieve customer obsession at scale.

INO202

How Amazon.com transforms customer experiences through AI/ML

Scaling ML capabilities remains a major challenge for many retailers.

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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BOA302

Build an app to find your next favorite brew

Interested in how you can accelerate mobile app development to deliver differentiated customer experiences? Then 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.

CPG202

Improving product experience and manufacturing

Retail and CPG companies need to act with the agility of a start-up to ignite growth and build brand loyalty, and that's exactly how Tyson Foods has achieved success. Attend this session to hear their story of innovation.

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.

FWM201

Accelerate front-end web and mobile development with AWS Amplify

If you want to stay ahead of the innovation curve with your user-facing web and mobile applications, then you won't want to miss this session to hear about the latest capabilities of AWS Amplify.

User-facing web and mobile applications are the primary touchpoint between organizations and their customers. To meet the ever-rising bar for customer experience, developers must deliver high-quality apps with both foundational and differentiating features. AWS Amplify helps front-end web and mobile developers build faster front to back. In this session, review Amplify's core capabilities like authentication, data, and file storage and explore new capabilities, such as Amplify Geo and extensibility features for easier app customization with AWS services and better integration with existing deployment pipelines. Also learn how customers have been successful using Amplify to innovate in their businesses.

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NET319

Migrating large-scale websites to Amazon CloudFront

If you're considering a website migration, then you'll want to attend this informative session to learn all about Amazon CloudFront and how it can help you keep your website running smoothly.

Dive deep into large-scale content-delivery network migrations in 2021 and find out why customers are moving workloads to Amazon CloudFront. Explore migration strategies, lessons learned, and business impact both during and after the migration. In this session, learn from real-world examples and explore sample architectures using edge compute features like CloudFront Functions and AWS Lambda@Edge. Learn how AWS technology and teams can support your migration, minimize your operational risks, and accelerate your migration.

AIM326-S

How Pitney Bowes uses Snowflake and SageMaker for on-time delivery

Although the COVID-19 pandemic created unprecedented market turbulence, many companies met the challenge head-on. Hear how Pitney Bowes implemented an ML-based, data-driven strategy to scale operations to meet the massive increase in ecommerce shipping volumes.

Widespread store closures, among other factors, have caused a huge surge in ecommerce demand, which required Pitney Bowes to manage five times their shipment volumes across their US facilities. Scaling within months required a new approach to operational excellence in terms of staff planning and facility capacity management. In this session, learn how Pitney Bowes quickly met rapidly growing demand while continuing to meet their on-time delivery promise by using machine learning with the Snowflake Data Cloud and Amazon SageMaker. This presentation is sponsored by Snowflake, an AWS Partner.

Interactive sessions

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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 retail operations.

Computer vision (CV) can help organizations of all sizes improve visibility into processes to increase efficiency and avoid potential issues. However, in environments with limited network bandwidth, CV in the cloud can be difficult or nearly impossible to implement. AWS Panorama is a machine learning appliance and software development kit (SDK) 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.

GPS203
Building spatial computing experiences on AWS

This session is ideal for retailers who are looking for innovative solutions to take their businesses to the next level. You'll gain an understanding of these emerging technologies and how they can help you enhance your business.

Augmented, virtual, and extended realities, collectively known as spatial computing, have far more functional uses beyond gaming. Join this interactive chalk talk to get a better understanding of how these recombinant technologies are changing the business of retail, marketing, manufacturing, education, and other industries by evolving services into experiences that provide business users the data they need, when and where they need it, in the ideal format for human physiology. Learn how your team can build a spatial computing experience on AWS, complete with a 3D asset pipeline and delivery to edge devices anywhere in the world.

AIM315
Boost the value of your media content with ML-powered search

If you want to increase the productivity of your content marketing team, this session is for you. You'll learn all about using AI and ML technologies to sift through mountains of media to pinpoint the images, video footage, and copy you need to create meaningful marketing content.

Consumers rely on content not only to entertain but also to educate and facilitate purchasing decisions. To meet this demand, media content production is exploding. However, the process of producing, distributing, and monetizing this content is often complex, expensive, and time-consuming. Applying artificial intelligence and machine learning (ML) capabilities like image and video analysis, audio transcription, machine translation, and text analytics can solve many of these problems. In this workshop, utilize ML to extract detailed metadata from content and make it available for search, discovery, and editing use cases.

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AIM310

Build an ML-powered demand planning system using Amazon Forecast

Using ML in forecasting for inventory and assortment planning is a top-of-mind retail imperative. In this session, you'll get an in-depth look at Amazon Forecast, so you understand how this powerful solution can help your business.

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

With more than 20 years of recommendation experience, AWS experts will teach you how to fine-tune Amazon Personalize so you can increase sales, enhance customer experiences, and drive brand loyalty.

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.

AIM314

Build and deploy a custom computer vision model in 60 minutes

Computer vision has the ability to transform customer insights in retail. In this hands-on session, our experts will guide you through the step-by-step process to set up, train, and optimize a computer vision model.

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.

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CPG301

Build a unified commerce experience that scales

If your Retail or Consumer Goods company 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.

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.

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.

TRV302

Creating 360-degree views for personalized customer experiences

Retail, 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.

Other recommendations

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Other **Recommendations**

Lounge

Connected Consumer Experience Lounge

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

LOCATION
Caesars Forum

HOURS OF OPERATIONS
Monday, Nov 29 10 am – 7 pm
Tuesday, Nov 30 10 am – 6:30 pm
Wednesday, Dec 1 8 am – 6:30 pm
Thursday, Dec 2 11 am – 5:30 pm
Friday, Dec 3 8 am – 12 pm

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.

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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

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Leadership sessions

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Leadership sessions*

SPOTLIGHT SESSION

All Builders Welcome

LaDavia Drane

Director, Inclusion, Diversity & Equity

SPOTLIGHT SESSION

AWS Executive Panel

Francessca Vasquez

Vice President, Technology

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

*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

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*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

Live stream sponsored by:

**TREND
MICRO**™

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.

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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.

Reserved seating

RESERVED SEATING WALKTHROUGH

Navigate to the session catalog

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

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

AWS Events

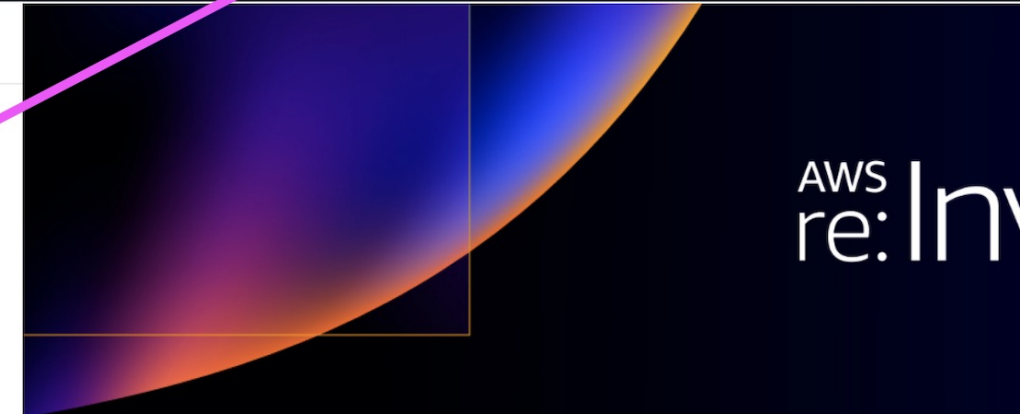**AWS re:Invent 2021**   ✕

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AWS re:Invent 2021 > Event > Sessions

Sessions

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🔍 Search sessions by keyword

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▼ **Cost**

☐ Paid sessions
☐ Free sessions

▼ **Days**

☐ Monday

☆ **15 years of AWS with J**

BOA201

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

Session type: Breakout Session
Topics: BuildOn.AWS

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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.

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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 optimize your learning experience in the cloud.

Session type: Chalk Talk
Topics: BuildOn.AWS

aws

RESERVED SEATING WALKTHROUGH

Using catalog search

At the top of the session catalog, there is a search bar where you can enter freeform text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.

AWS re:Invent 2021 > Event > Sessions

Sessions

All sessions | My favorites | My reservations

🔍 Search sessions by keyword

Showing 25 of 881 sessions

▼ **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 - Int
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

1.5 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

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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**

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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

⊘ 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 ke 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".

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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

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.

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

WORKSHOPS

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

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 <u>health measures</u> in place for this year's re:Invent

❑ Visit the <u>re:Invent website</u> to stay up to date on announcements

❑ Add all five <u>keynotes</u> 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 <u>Expo</u>, 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 <u>Play</u> activities and add them to your agenda

❑ Watch all the <u>How to re:Invent</u> 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

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Thank **you!**