#### AWS reinvent Nov. 29 - Dec. 3, 2021 | LAS VEGAS, NV

## **Power & Utilities** 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 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 energy experts and partners, as well as customer success stories to inspire you and your organization.

In this AWS Power & Utilities 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!



Rolf Gibbels, BD Leader, AWS Power & Utilities

Mary Wilson, Partner Leader, AWS Power & Utilities



Joe Beer, Technology Leader, AWS Power & Utilities

## **Breakout sessions**

INTERACTIVE OTHER SESSIONS RECOMMENDATIONS

LEADERSHIP **KEYNOTES** SESSIONS

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**ENR202** 

These are two can't-miss sessions to hear first-hand accounts of digital transformation in the energy transition with AWS Cloud technologies.

### How Shell is accelerating innovation and embracing the energy transition

The energy transition that's underway requires energy companies to optimize their operations and accelerate innovation in more sustainable ways than ever before. This session details how Shell, together with AWS, is embracing this industry transformation by implementing the OSDU Data Platform to break down data silos and developing transformational workloads like high performance computing, artificial intelligence, and machine learning across their Upstream business. Additionally, this session covers how Shell's Renewables and Energy Solutions business is embracing the benefits of the AWS Cloud to bring innovations in customer service, carbon management, and IoT to drive more sustainable operations and reach their climate goals.

#### **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.

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#### **INO201** Amazon's culture of innovation

Amazon's approach to innovation has remained consistent since the company first launched—start with the customer and work backwards. In this session, be introduced to Amazon's peculiar culture and how we innovate through four distinct yet interdependent elements: Culture, Mechanisms, Architecture, and Organization. Dive deep on each topic, and learn about practical applications including Leadership Principles, Working Backwards, Two-Pizza Teams, the PRFAQ doc, and why it's always still Day 1 at Amazon and AWS.

#### **MFG202 Industry 4.0** transformation with AWS for industrial

In this session, learn how the AWS Cloud helps accelerate engineering design, optimize industrial operations, and reinvent supply chains. Through customer examples, 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 directly from an AWS customer, Koch Ag & Energy Services, about how they reduced downtime and maintenance costs with anomaly detection and AWS services like Amazon Monitron and Amazon Lookout for Equipment.

#### AIM319

### Prepare data for ML with ease, speed, and accuracy

Join this session to learn how to prepare data for ML in minutes using Amazon SageMaker. SageMaker offers tools to simplify data preparation so that you can label, prepare, and understand your data. Walk through a complete data-preparation workflow, including how to label training datasets using SageMaker Ground Truth as well as how to extract data from multiple data sources, transform it using the prebuilt visualization templates in SageMaker Data Wrangler, and create model features. Also, learn how to improve efficiency by using SageMaker Feature Store to create a repository to store, retrieve, and share features.

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#### WPS204 Addressing climate change from space

According to a 2021 United Nations special report, climate change and extreme weather events are accelerating rapidly with widespread impacts on all continents. Using AWS, Digital Earth Africa turns continental-scale satellite imagery data of Africa into ready-to-use insights about the continent's environmental conditions in order to address social, environmental, and economic changes as they develop an ecosystem for innovation across sectors. Join this session for a demo of the Digital Earth Africa platform and how it uses Amazon EKS, AWS Lambda, Amazon EC2, and Amazon SNS in its solution architecture to empower African governments, NGOs, businesses, and communities as they address existential challenges like climate change.

#### AMZ202 Driving sustainable operations at Amazon and Climate Pledge Arena

As Amazon works toward a net-zero carbon goal, the organization is designing buildings that enable improvement in the resource efficiency of facilities and prioritize the health and wellness of occupants. Learn how AWS Professional Services and Amazon Sustainability teams are using AWS services to ingest and analyze energy, water, and air-quality data and build forecasting models. Amazon is also working with the Seattle Kraken to build solutions to help make Climate Pledge Arena the most progressive, responsible, and sustainable arena in the world. In this session, learn about Amazon's carbon methodology, data discovery, security, and design patterns.

#### ARC206 Sustainability in AWS global infrastructure

The global cloud infrastructure helps customers build reliable, available, secure, scalable, and faulttolerant 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.

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#### **ARC207** The architect elevator: **Connecting IT and the** boardroom

Today's successful systems architects forge a connection between an organization's strategy, its technology choices, and its operational capabilities. Building executive awareness and securing buy-in requires you to communicate technical decisions and trade-offs clearly without confusing or lecturing your audience. This session prepares architects to "ride the elevator" between the IT engine room, where software is built, and the boardroom, where executive decisions are made. Learn from customer examples how developing a deeper understanding of a system's architecture allows you to communicate clearly to a diverse set of stakeholders.

## Interactive sessions

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#### **PNU301 Electric load forecasting** on AWS

Utilities forecast load at various levels, from customer premises up to the transmission system and from hours to years ahead. Load forecasting plays a key role across a utility, from supply chain and market participation to grid planning and customer engagement. It directly impacts business goals such as carbon neutrality. The accuracy of these forecasts is of critical importance, as 1% reduction in errors can lead to hundreds of thousands of dollars in savings. This chalk talk dives deep on architectural patterns that enable highly accurate and easy-to-implement customerlevel and feeder-level load forecasting.

#### **PNU304 AWS Quick Start: Meter** reads to insights in ML minutes

Gaining insights from smart meters requires efficiently collecting, storing, and processing meter reads. The AWS Quick Start Utility Meter Data Analytics on AWS deploys a best-practice architecture and prepackaged processing pipeline to prepare meter data and train ML models for forecasting and anomaly detection. This workshop focuses on the Quick Start itself. Work hands-on with the different components ranging from data ingestion, data processing, and ML model training to data visualization. After exploring the basic features, extend the built-in capabilities with new requirements and see how easily the platform can be adapted to your business needs.

#### **PNU303 Real-time wind farm** health: AWS IoT and Greenko case study

With the accelerating deployment of wind generation comes the need for cost-effective and highly scalable solutions to match the high volume and velocity of data these assets produce. In this chalk talk. we share the architecture created for Greenko, one of the leading renewable energy companies in India with 7.3 gigawatts of installed capacity powering more than 4 million households. Using AWS IoT services, this proof of concept is securely connecting 100 wind turbines (over 90 tags per turbine) from Kepware/edge gateway devices, streaming near-real time turbine data to the cloud, and hydrating an IoT data lake and powering live dashboards for real-time situational awareness.

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#### ENR301 AI-enhanced production optimization solutions in energy

Energy organizations of all types are interested in using real-time data to optimize asset production. In this workshop, explore the power of the AWS Cloud to understand how you can combine your production operation solutions with your production historian solution to deliver AI/MLdriven insights to your operators. Build your IoT connectivity layer through AWS IoT Greengrass and AWS IoT Core. Use Amazon Kinesis to gather insights and combine them with your production historian data to transform raw inputs into standardized data forms. Then learn how to use Amazon SageMaker to push continually optimized models back to your IoT edge for local, actionable insights that help ensure optimal production.

#### ENR401 Operational optimization with IoT: From sensor to cloud

Real-time energy industry operational data is notoriously challenging to unlock—a task complicated by disparate equipment, sensors, device protocols, remote site latency, and the challenge of data silos. Join this chalk talk to learn how AWS can help you ingest and standardize your industrial IoT data across distributed sites and devices, laying the foundation for insights and innovations that enable optimization. Discover highly scalable, performant, and cost-effective solutions to ingest operational data for plant optimization and efficiency at scale. This chalk talk provides industry leaders from across the energy sector the opportunity to see AWS solutions applied to renewables and oil and gas operations.

#### ENR402

**Operational optimization** with IoT: Storage and analytics

Real-time energy industry operational data is notoriously challenging to unlock—a task complicated by disparate equipment, sensors, device protocols, remote site latency, and the challenge of data silos. Join this chalk talk to learn how AWS can help you process, store, and analyze your IoT data to develop insights and innovations that enable optimization. Discover highly scalable, performant, and cost-effective solutions to process, store, and analyze IoT data once it is on the AWS Cloud. This chalk talk provides industry leaders from across the energy sector the opportunity to see AWS solutions applied to renewables and oil and gas operations. BREAKOUT SESSIONS

#### **PNU303 Real-time wind farm** health: AWS IoT and **Greenko case study**

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#### **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 guality 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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#### INO203 Introduction to Working Backwards

This highly collaborative workshop is inspired by the same customer-centric methods used by Amazon to develop breakthrough innovations our customers love, such as Amazon Prime, Amazon Kindle, AWS, Amazon Echo and Alexa, and Amazon Go. It introduces the Working Backwards process and takes you through some of the key activities and outputs of a full digital innovation Working Backwards engagement.

#### AIM302

Instantly detect and diagnose anomalies within your business data

Anomalies in business data often indicate potential issues or even opportunities. Machine learning can help you to detect anomalies and then act on them proactively. In this workshop, learn how Amazon Lookout for Metrics automatically detects anomalies across thousands of metrics in near-real time and reduces false alarms.

#### AIM414

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End-to-end 3D machine learning on Amazon SageMaker

As lidar sensors become more accessible and costeffective, customers increasingly use point cloud data in new spaces like autonomous driving, robotics, and augmented reality. The growing availability of lidar sensors has increased use of point cloud data for ML tasks like 3D object detection, segmentation, object synthesis, and reconstruction. This workshop features Amazon SageMaker Ground Truth and explains how to ingest raw 3D point cloud data, label it, train a 3D object detection model, and deploy the model. The model in this session will be trained on an autonomous vehicle dataset.



KEYNOTES

#### PNU305 How volt-VAR optimization on AWS can cut utility emissions

Decarbonization is a key business goal for most utilities around the world. While a growing portfolio of DERs and an evolving electricity generation mix will address this goal over the next several years, volt-VAR optimization (VVO) can help utilities lower their carbon footprint today. VVO is extremely effective, as illustrated by Ameren Illinois's report to the Illinois Commerce Commission, which targets a VVO solution to deliver 422 gigawatt-hours of annual energy savings by 2025. Assuming carbon emission equivalent to the US average of 0.92 pounds per kilowatt-hour, this VVO solution could produce a carbon reduction of 175,900 metric tons annually.

## **Other recommendations**

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## Power and Utilities GameDay

#### **GMD201-R1 AWS GameDay - Reuse Recycle Reduce Rearchitect**

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GameDay's mission is for customers to learn interactively and have fun in a risk-free environment. Join us to test and grow your AWS skills under light competition and gamification.

GameDay is a collaborative learning exercise that tests skills in implementing AWS solutions to solve real-world problems in a gamified, risk-free environment. This is a completely hands-on opportunity for technical professionals to explore AWS services, architecture patterns, best practices, and group cooperation. This GameDay focuses on sustainability best practices and teaches AWS users how to be mindful of energy efficiency in their AWS infrastructure. Attendees can expect to get hands-on with AWS services such as Amazon Athena, Amazon S3, Amazon EC2 Autoscaling, and more.



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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. KEYNOTES

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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 fastmoving 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:





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#### **Machine Learning Keynote**

Swami Siyasubramanian 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.

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SPOTLIGHT SESSION

All Builders Welcome

**LaDavia Drane** Director, Inclusion, Diversity & Equity



SPOTLIGHT SESSION

AWS Executive Panel

**Francessca Vasquez** Vice President, Technology

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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







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





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

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Edge

**Bill Vass** 

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

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Enterprise and Migration

**Todd Weatherby** Vice President, Professional Services

\*Sessions are subject to change

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ΙoΤ

Michael MacKenzie General Manager, AWS IoT

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Networking & Content Delivery

**David Brown** Vice President, Amazon EC2

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Security, Compliance, and Identity

**Stephen Schmidt** Vice President and Chief Information Security Officer

Live stream sponsored by:

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Serverless

**David Richardson** Vice President, Serverless

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Training & Certification

**Maureen Lonergan** Director of AWS Training and Certification

\*Sessions are subject to change

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## Choose the learning methods that work for you

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SESSIONS

#### **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.

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#### 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.

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#### 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.

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#### **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.

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## Choose the learning methods that work for you

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#### **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.

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#### **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!

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#### 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 BREAKOUT INTERACTIVE OTHER LEADERSHIP USEFUL LEARN **KEYNOTES** PLAY MAKE A PLAN SESSIONS SESSIONS RECOMMENDATIONS SESSIONS SEATING RESOURCES <

#### RESERVED SEATING WALKTHROUGH

## Navigate to the session catalog

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

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### 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

LEARN

Date Time Loca

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#### 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

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BREAKOUT SESSIONS	INTERACTIVE SESSIONS	OTHER RECOMMENDATIONS	KEYNOTES	LEADERSHIP SESSIONS	LEARN	PLAY	RESERVED SEATING	MAKE A PLAN

#### RESERVED SEATING WALKTHROUGH

## Waitlisting a session

When a session has no seats available, because the capacity has already been met, then the button will say "Join waitlist". If you join a waitlist for a session, and a seat becomes available in that session, you may automatically be placed in that session and we will notify you via email.

#### 15 years of AWS with Jeff Barr

#### BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist at AWS, has 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	D
Topics: None	т
Session level: 200 - Intermediate	L

![](_page_35_Picture_8.jpeg)

USEFUL

RESOURCES

![](_page_36_Picture_0.jpeg)

**Q** Search sessions by keyword

Showing 25 of 881 sessions

Cost

reserved or waitlisted.

reservations" will show you a list of items you have

BREAKOUT SESSIONS

INTERACTIVE SESSIONS

OTHER RECOMMENDATIONS KEYNOTES

LEADERSHIP SESSIONS

PLAY

LEARN

USEFUL RESOURCES

#### **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, onli 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 moderation speech (Amazon Transcribe), and text (Amazon Comprehend).

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

#### BOA201

⊘ Reserved ▲

Cancel reservation

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evano 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 **A** 0 Leave waitlist

![](_page_37_Picture_20.jpeg)

BREAKOUT SESSIONS	INTERACTIVE SESSIONS	OTHER RECOMMENDATIONS	KEYNOTES	LEADERSHIP SESSIONS	LEARN	PLAY	RESERVED SEATING	MAKE A PLAN	USEFUL RESOURCES
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						12 am			
						1 am			
						2 am			
aws	C	2021, Amazon Web Services, Inc. or its	affiliates. All rights reserved.			3 am			

BREAKOUT SESSIONS	INTERACTIVE SESSIONS	OTHER RECOMMENDATIONS	KEYNOTES	LEADERSHIP SESSIONS	LEARN	PLAY S	SERVED MAKE A PLAN	USEFUL RESOURCES
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				11 am				
				12 pm				
2005				1 pm		Automating content moderation to 1:00 PM – 2:00 PM	i	
		© 2021, Amazon Web Services, Inc. or its	affiliates. All rights reserve	d. 2 pm				
				3.000				

## Make a plan

#### INTERACTIVE SESSIONS

BREAKOUT

SESSIONS

OTHER RECOMMENDATIONS KEYNOTES

LEADERSHIP LEARN SESSIONS

PLAY

![](_page_41_Picture_6.jpeg)

### **Building your agenda**

![](_page_41_Figure_8.jpeg)

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BREAKOUT SESSIONS	INTERACTIVE SESSIONS	OTHER RECOMMENDATIONS	KEYNOTES	LEADERSHIP SESSIONS	LEARN	PLAY	RESERVED SEATING	MAKE A PLAN	USEFUL RESOURCES

### **Building your agenda**

![](_page_42_Picture_2.jpeg)

- 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.

SESSIONS

**KEYNOTES** 

LEADERSHIP SESSIONS

LEARN

PLAY

## 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.

![](_page_43_Picture_10.jpeg)

#### 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!

![](_page_43_Picture_13.jpeg)

#### **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.

![](_page_43_Picture_16.jpeg)

#### 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.

aws

KEYNOTES LEADERSHIP SESSIONS LEARN

## 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 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 <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**

BREAKOUT SESSIONS

PLAY

### **Useful resources**

INTERACTIVE

SESSIONS

#### How to re:Invent

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

How to re:Invent

#### **Health measures**

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

**Health measures** 

#### FAQs

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

FAQs

# Thank you!