

AWS
re:Invent

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

New Partners

Attendee Guide 2021

Welcome!

AWS re:Invent is always a very special event with a lot of insightful sessions, especially for AWS Partners.

The AWS Partner Network (APN) is a global community that uses Amazon Web Services to build solutions and services for customers. As an APN Ambassador, I am humbled to be part of this strong community where people of different regions and industries come together to work on the same goal: Use AWS to innovate and provide a great customer experience.

In this Partner Guide for re:Invent, I am sharing sessions that are helpful for new partners to use the APN and deliver innovative results.

**Chief Architect – AWS
Anchor**



Breakout sessions

I have chosen sessions for new AWS Partners. The idea is to cover both your new or aspiring partnership status and help you build your solutions.

GPS204

Build your journey with the AWS Partner Network

Being part of the AWS Partner Network provides many advantages. Find out more about how your business can benefit and which tools and resources you can use.

This session is for prospective and new AWS Partners. Learn more about the AWS Partner journey and how to accelerate your growth via programs and benefits. Also dive deep into tools and resources to ensure that you have what you need to establish a strong foundation as an AWS Partner.

GPS301

Deep dive: Large-scale modernization to serverless in action

Serverless was once a big enabler for startups. Serverless has grown up and is now even used by big corporations in regulated industries. This breakout session will talk you through patterns and best practices for your large-scale modernization toward serverless.

Enterprises are adopting cloud-native technologies and modernizing their applications to gain cost savings, agility, and innovation. This session focuses on the building blocks of successful large-scale modernization projects. Learn from customer case studies about the modernization journey to serverless, modernization patterns, and antipatterns. See a live demonstration on modernization patterns to help you gain a deeper understanding. Walk away from this session with everything you need to provide customers with prescriptive guidance on accelerating their modernizations to AWS. This session is intended for practitioners who are engaged in enterprise migration and modernization projects.

GPS206

Security at scale with AWS Partners and AWS services

No organization can survive without security, but it becomes challenging in multi-account and multi-Region environments. This session will give insights into how to establish security at scale by utilizing out-of-the-box capabilities.

Do you need to deploy appropriate IAM roles spanning thousands of accounts? How do you scale deployment of sensors across several thousand Amazon EC2 instances? How do you aggregate security event data and act across AWS accounts? What's the impact of sharing a resource externally? Organizations use AWS services and AWS Partner security solutions to help address these security challenges. In this session, consider how organizations use AWS products such as AWS Control Tower, AWS Identity and Access Management (IAM) Access Analyzer, AWS Security Hub, and AWS Systems Manager to create architecture patterns that help customers achieve better security outcomes.

GPS402

Design patterns to consider when moving to Amazon Aurora

Aurora is the flagship relational database offering. It is super robust, blazing fast, and gives you top recovery point and recovery objectives. This session will explain how to utilize all those good things without being held back by anti-patterns.

In this session, explore design anti-patterns that limit your ability to fully utilize Amazon Aurora capabilities. Consider Aurora design choices for requirements like resilience, recoverability, performance, scalability, manageability, and security. Learn how each design choice can either limit or enhance Aurora's functionality and how you can use the product to best advantage.

GPS211

Accelerating innovation with AI and ML

AI and ML are a powerful way to improve your customer experience. This breakout session will explain how to collaborate with AWS to differentiate your offering. It will also go into success stories and opportunities.

Applied artificial intelligence (AI) solutions, such as contact center intelligence (CCI), intelligent document processing (IDP), and media intelligence (MI), have had a significant market and business impact for customers, partners, and AWS. This session details how partners can collaborate with AWS to differentiate their products and solutions with AI and machine learning (ML). It also shares partner and customer success stories and discusses opportunities to help customers who are looking for turnkey solutions.

STP201

How BlockFi scales to meet demand for crypto asset services

Blockchain use cases are going far beyond cryptocurrency. Government organizations are using blockchain technology to manage digital driver licenses. Non-fungible tokens are used to prove ownership of digital assets like music, art, videos, and more. This session will demonstrate how this technology becomes easily accessible to you and can give you an advantage in your field.

The demand for crypto asset services is at an all-time high. To build next-generation solutions, blockchain and digital asset fintech startups, like BlockFi, rely on AWS services. In this session, learn from BlockFi, a crypto asset service provider, about what it takes to power a robust suite of financial products in the blockchain ecosystem. BlockFi Chief Security Officer Adam Healy also shares how the company is bringing critical credit services to underserved markets and bridging the gap between traditional and crypto-native firms.

BOA306

Twelve-Factor apps on containers, running everywhere

The Twelve-Factor paradigm has become a de facto standard for software development. The Twelve-Factors provide guidance for defining clean architectures, and they promote principles such as loose coupling, scalability, and portability among others. This will be an exciting session that will demonstrate how we can achieve this in the cloud and outside the cloud.

Whether you work in the cloud, on-premises, or using a hybrid architecture, implementing and managing container-based applications should not be a headache. In this session, learn how to use the Twelve-Factor methodology to make container-based applications easier to build and manage, more resilient, and more secure. Then, learn how to seamlessly and automatically deploy containers in the cloud, on-premises, and on a cluster of Raspberry Pis, using AWS and managing infrastructure as code.

Interactive sessions

Hands-on sessions are a great way of learning. I have selected some that I think are interesting for AWS Partners.

GPS303

Amazon EKS deep dive for AWS Partners

Containers provide some definitive advantages for the right use cases. The container orchestration comes with a level of complexity, and utilizing a managed Kubernetes service makes the management and observability aspect easier, as you will be able to experience in this workshop.

EKSworkshop.com is one of the primary mechanisms AWS uses to educate both AWS Partners and customers about the features of Amazon EKS. The intent is to provide AWS Partners and customers with hands-on experience building, deploying, and running applications using Amazon EKS. This workshop dives deep into Amazon EKS, covering topics such as observability into your cluster and workloads; continuous delivery with GitOps; and security, networking, and general Kubernetes concepts.

GPS401

Innovator serverless workshop

With serverless, you can dramatically reduce the time-to-market and focus on the application and data that differentiate you from competitors. This deep-dive workshop will explore the core serverless services.

Join this workshop to get hands-on experience with AWS and serverless applications. Learn the core concepts of building completely serverless applications and microservices using services like AWS Lambda, AWS Step Functions, Amazon API Gateway, Amazon DynamoDB, Amazon Kinesis, and Amazon EventBridge. Build a scalable, serverless application with a single-page front end that delivers a feature-rich user experience. Leave this workshop with a better understanding of event-driven computing and real-time messaging as well as practical hands-on experience deploying a serverless mobile front end and using IoT to send messages to thousands of users in real time.

GPS306

Data warehouse and business intelligence modernization

Holistic data insights are instrumental for business success. This workshop will go through an end-to-end scenario from data ingestion to analytics.

Amazon Redshift is a fast, fully managed, petabyte-scale, cloud-native analytics data warehouse. A large number of organizations are migrating their current data warehousing systems into Amazon Redshift to take advantage of better performance and scale, lower costs, the ease of use of a managed service, and data lake integration. Amazon QuickSight is a scalable, serverless, cloud-powered business intelligence (BI) service that makes it easy for you to publish insights through interactive BI dashboards. Join this workshop to learn and practice how to modernize and migrate legacy data warehouse systems to Amazon Redshift and how to migrate your BI dashboards to Amazon QuickSight.

ANT404

Event detection using Amazon MSK and Amazon Kinesis Data Analytics

Data streams are required for most solutions with near-real-time data ingestion and event response. This workshop will go through a real-world scenario set in the same city as re:Invent is hosted.

In this workshop, you take on the role of an acting technology manager for a Las Vegas casino. Your assignment is to create a stream processing application that identifies customers entering your casino who have gambled heavily in the past. The application also sends you a text message when big spenders sit down at a gambling table. To do this, use Amazon MSK to capture events, Amazon Kinesis Data Analytics Studio to detect events of interest, and AWS Lambda with Amazon SNS to send a text message to your phone for any events. Good luck!

GPS304

Building enterprise AI applications: No ML expertise required

Getting started with AI and ML can be a steep learning curve. This workshop will guide you through an easier approach that is based on fully managed services like Amazon Rekognition and Amazon Textract.

Virtually every application will have embedded AI capabilities in the future. While some AI applications require custom machine learning models, most of them are served by AI services that developers can access with simple API calls. In this workshop, learn how AI services such as Amazon Rekognition, Amazon Transcribe, and Amazon Textract make it easy to infuse applications with AI without having to build and train algorithms. Then, develop an application that processes video and documents using AI APIs and extracts their detailed data for downstream processes.

OPN314

Dive deep into cross-SDK features on AWS

The AWS SDK gives you the flexibility to use a programming language of your choice for building an application while still being able to use existing infrastructure as code. This workshop will demonstrate how to get the most out of the CDK.

In this workshop, learn best practices for usage patterns of AWS SDKs. Using your preferred language's SDK (Java, JavaScript, Go, or Python) walk through real-world exercises to better understand how you can leverage shared SDK functionality to build your application. Exercises cover usage of waiters, paginators, shared configuration, and other high-level utilities. Learn from SDK engineers about how you can make the most of these cross-SDK features.

SEC307

Integrating AWS IAM Access Analyzer into CI/CD pipelines

Embedding security in CI/CD pipeline is a best practice. This session will go through establishing detective controls to make sure you follow the principle of least privilege.

Want to analyze AWS IAM policies at scale? Want to help your developers write secure IAM policies? This workshop provides you the hands-on opportunity to run IAM Access Analyzer policy validation on your AWS CloudFormation templates in a continuous integration/continuous deployment (CI/CD) pipeline.

ENT302

Incremental refactoring: Evolve existing apps with microservices

In order to maximize your cloud return on investment, you have to modernize your application. This deep dive session will demonstrate best practices on your application modernization journey.

In this workshop, dive deep into how to use AWS services to accelerate your time to first value when modernizing applications on AWS. Get hands-on with a "leave and layer" approach, implementing a Strangler pattern to enhance and extend an existing application in microservices with minimal risk.

ARC403

Hands-on serverless SaaS: Building a serverless SaaS solution on AWS

Serverless helps you to improve the time-to-market and simplify the operational complexity by minimizing the undifferentiated heavy lifting. SaaS providers need to deal with complex multi-tenant environments where data isolation is a must. This session will give you a great head start to transform your workloads towards a serverless architecture.

The serverless SaaS model introduces a range of new considerations that influence how you design and architect your multi-tenant environment. Some topics might require you to adopt new strategies in your serverless SaaS environment, including how you build and deploy multi-tenant serverless microservices, isolate serverless tenant workloads, support tenant tiering, and throttle tenant APIs. In this workshop, walk through the end-to-end process of creating a complete multi-tenant serverless application, digging into the multi-tenant code, design, and architecture that are used to build a best-practice serverless application on AWS.

Other recommendations

TAKE NOTES

You will be bombarded with information during re:Invent. I am taking notes during sessions, just a couple of bullet points. That way I can easily go back to the key learnings after re:Invent. This helps me to look up further details that I am interested in and also to present the learnings back to others.

PRO TIP

If your devices are running low on battery, you can charge them in the certification lounge.

NETWORKING

The AWS Partner Network (APN) is a global community. Use this opportunity to meet people from around the globe. You can share stories about solving problems or find out about each other's working culture. My recommendation is to join at least one chalk talk session where you can proactively discuss your use cases with others.

Keynotes





Adam Selipsky Keynote

Adam Selipsky is the CEO of Amazon Web Services (AWS), the world's most comprehensive and broadly adopted cloud platform. Having previously led AWS Marketing, Sales, and Support for 11 years, from 2005–2016, Selipsky helped launch and grow AWS from a startup into a multi-billion dollar business. Prior to rejoining AWS in 2021, Selipsky was most recently President and CEO of Tableau Software. He led Tableau through its acquisition by Salesforce, in what was the third-largest software industry acquisition at the time. Selipsky has also held various leadership roles at RealNetworks, and before that, was a Principal at strategy consulting firm Mercer Management Consulting. He has an AB in government from Harvard University and an MBA from Harvard Business School.



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:



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

AWS Executive Panel

Francesca Vasquez

Vice President, Technology



*Sessions are subject to change

Leadership sessions*



AWS Marketplace

Stephen Orban

General Manager, AWS Marketplace



AWS Public Sector

Max Peterson

Vice President, Worldwide Public Sector



AWS Public Sector Partners

Sandy Carter

Vice President, Worldwide Public Sector
Partners and Programs



AWS Storage

Mai-Lan Tomsen-Bukovec

Vice President, Worldwide Public Sector
Partners and Programs



AI/ML

Bratin Saha

Vice President, Machine Learning

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

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:



Edge

Bill Vass

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



Enterprise and Migration

Todd Weatherby

Vice President, Professional Services

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:



Serverless

David Richardson
Vice President, Serverless



Training & Certification

Maureen Lonergan
Director of AWS Training and Certification

Learn



Choose the learning methods that work for you



Breakout sessions

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

Workshops

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

Chalk talks

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

Builders' sessions

These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance. It's just you, your laptop, and the AWS expert.

Choose the learning methods that work for you



Training and Certification

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



AWS DeepRacer

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



Jams and GameDays

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



Expo

Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths.

Play



Play



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".

The screenshot shows the AWS Events portal for re:Invent 2021. The browser address bar displays `portal.awsevents.com/events/reInvent2021/dashboard/event/sessions`. The page features a dark blue header with the AWS Events logo and a side navigation menu. A pink arrow points to the "Sessions" link in the side nav, which is highlighted in orange. The main content area shows the "Sessions" page with a breadcrumb trail: `AWS re:Invent 2021 > Event > Sessions`. Below the breadcrumb, there are three tabs: "All sessions" (selected), "My favorites", and "My reservations". A search bar is present with the placeholder text "Search sessions by keyword". Below the search bar, it says "Showing 25 of 881 sessions". There are two filter panels: "Cost" with options for "Paid sessions" and "Free sessions", and "Days" with "Monday" selected. On the right, a featured session card is visible with a star icon and the title "15 years of AWS with J... BOA201".

RESERVED SEATING WALKTHROUGH

Using catalog filters

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



AWS re:Invent 2021 > Event > Sessions

Sessions

All sessions

My favorites

My reservations

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 in this breakout session, have a chat with him about how AWS 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 learn

BOA202-R1 Repeat

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

Session type: Chalk Talk
Topics: BuildOn.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

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

RESERVED SEATING WALKTHROUGH

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.



tations



15 years of AWS with Jeff Barr

BCA201

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

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 production optimization opportunities. An industrial data lake is foundational to help manage and store insights for their factory digital transformation efforts. This chalk talk walks through the steps to building an industrial customer.

Session type: Chalk Talk

Topics: Manufacturing

Session level: 300 - Advanced

Reserve a seat

Date

Time

Local



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 more apply highly available, fault-tolerant, scalable, and cost-effective cloud solutions.

Session type: Bootcamp

Topics: Training and Certification

Session level: 100 - Beginner

Buy for \$1.00

Date

Time

Local

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 shared his perspective on how the developer experience has evolved over the years, and how customers keep surprising us with their creativity. Jeff will share stories from the 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

RESERVED SEATING WALKTHROUGH

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

Showing 25 of 881 sessions

▼ **Cost**

RESERVED SEATING WALKTHROUGH

Cancelling a reservation or waitlist

When viewing a session, in any tab, if you have reserved or waitlisted, you can cancel that action by simply clicking the button again. It will show a dropdown that says "Cancel reservation" or "Leave waitlist".

★ Automating content moderation to improve digital safety

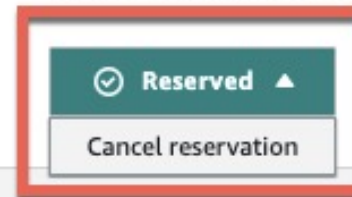
AIM307

The volume of user-generated content and third-party content has been exploding in social media, online end users, companies need to find a way to review audio, image, video, and text content at scale for potential content. This chalk talk provides hands-on experience to implement a multimodal AI content moderation solution using speech (Amazon Transcribe), and text (Amazon Comprehend).

Session type: Chalk Talk

Topics: Artificial Intelligence and Machine Learning

Session level: 300 - Advanced



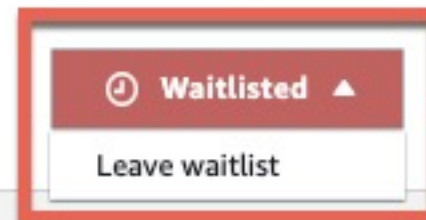
BOA201

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

Session type: Breakout Session

Topics: None

Session level: 200 - Intermediate



RESERVED SEATING WALKTHROUGH

Viewing your calendar

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

AWS Events

Reserved Seating Demo 2021

Event

My calendar

Sessions

Speaker dashboard

▶ Registration information

▶ Payment

Contact us

AWS Code of Conduct 

Reserved Seating Demo 2021 > Event > My calendar

< November 2021 >

Mon
29

Tue
30

12 am

1 am

2 am

3 am

RESERVED SEATING WALKTHROUGH

Viewing your calendar

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



Reserved Seating Demo 2021 > Event > My calendar

< November 2021 >

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

Make a plan

Building your agenda

SESSIONS

Breakout sessions are lecture-style and one hour long. Sessions are delivered by AWS experts, customers, and partners, and they typically include 10–15 minutes at the end for Q&A.

WORKSHOPS

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

50%

25%

15%

10%

CHALK TALKS

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

BUILDERS' SESSIONS

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



PRO TIP:

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

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

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](#)

Thank **you!**

