Are you ready for re:Invent 2021?

With a background in networks and distributed systems, I joined Verizon’s Corporate Strategy team in October 2019, where I currently lead Developer Relations for Verizon’s edge computing portfolio. In this capacity, I serve as Editor-in-Chief of our Corporate Engineering Blog, design developer tutorials and training modules, and work with large enterprise customers to solve their business challenges using automation, hybrid networking, and the edge cloud.

In this year’s attendee guide, I selected a wide range of sessions that might appeal to any technically-inclined Strategy team.

From Mobile Edge Computing (MEC) and NetDevOps to ambient computing and Infinidash, I am confident that there is something in this for you.

See you in Las Vegas!

Robert Belson
Corporate Strategy & Developer Relations
Verizon
The convergence of cloud computing and mobile networking is one of the most exciting infrastructure developments to date. Across these two sessions, learn the fundamentals of mobile edge computing (MEC) on AWS and how AWS Wavelength is transforming the way network intelligence can be delivered to smartphones and IoT devices alike.

**CMP217-S**

**Build smarter applications on Verizon 5G Edge with AWS Wavelength**

As enterprises look to provide latency-critical resources closer to their end users, containerized edge computing architectures will be critical to unlocking seamless orchestration at an unforeseen scale. In collaboration with AWS, Verizon 5G Edge offers a mobile edge computing platform that enables developers to extend existing virtual private cloud (VPC) environments to the edge of its 5G infrastructure to deploy compute-intensive workloads. In this session, learn about the common architecture patterns on hybrid edge/core implementations and practical solutions for workload distribution, edge discovery, and more. This presentation is brought to you by Verizon, an AWS Partner.

**ARC328-S**

**Confluent at the edge on AWS**

In this session, learn about an architecture that uses Confluent technology and AWS edge services, such as AWS Outposts, AWS Wavelength, AWS Local Zones, and AWS Snowball, to run data-in-motion and event-based applications at the edge easier and faster. Confluent for Kubernetes is a tool that makes deploying Confluent to multiple Kubernetes systems at the edge extremely manageable. Discover how to use Cluster Linking, Confluent’s latest replication technology, between Confluent clusters at the edge and Confluent Cloud clusters in AWS Regions, unlocking numerous possibilities downstream with other AWS or ISV services. This presentation is brought to you by Confluent, an AWS Partner.

Moreover, catch Joseph Morais – an all-star technical evangelist – as he shares his experiences on AWS Wavelength and best practices for enterprises extending workloads to the network edge.
Building on the NetDevOps methodology, observability is more important than ever. As the cloud continues to extend to new domains such as the mobile edge, it is critical for customers to maintain visibility of their infrastructure and any tradeoffs, by way of latency, of workload placement.

Discover how New Relic’s platform helps companies all over the world bring greater observability to their infrastructure and container-based environments.

Too often does the underlying infrastructure, security, and cloud governance powering SaaS go underappreciated. In this session, take a detailed dive into the landscape of these SaaS patterns.

Join this session to learn more about common patterns for identity, onboarding, tenant isolation, data partitioning, and tiering that are used to bring new businesses to life.
To ensure that you are provided with a “whole-brain engineering” experience, take the time to step away from architecture diagrams and new service announcements to learn more about sustainability. As the number of regions, AZs, and edge deployments continue to grow, renewable energy and sustainability will play an ever-increasing impact on our climate.

As one of many outcomes of the proliferation of 5G networks and IoT, ambient computing will shape the way that we interact with the physical world. In this session, take a look at how ambient computing and AI can impact humanity for the better, as well as some of the advancements we can look forward to.

The past two years were fraught with advanced cybersecurity attacks, channeling modern techniques – including ransomware – to exploit enterprise systems. This is a great opportunity to learn more about the relationship between ransomware and your cloud infrastructure, as well as steps to take to protect your public endpoints.

In the DevOps world, I sometimes lose sight of the downstream customer impact and business processes that drive the need for the infrastructure in the first place. In this session, learn more about Amazon EKS in the context of living, breathing SaaS applications. Check out end-to-end Amazon EKS SaaS reference implementations and architectural considerations around tenant isolation, identity, onboarding, tenant administration, and data partitioning.
Interactive sessions
Beyond the breakout sessions and keynotes, I’m incredibly excited for more interactive experiences – especially the chalk talks and hands-on labs! This is a great way to more directly engage with AWS experts as you explore a wide breadth of topics. In particular, I’ve selected five sessions that should appeal to just about everyone: from hardcore DevOps engineers to web developers and everything in-between.

**BLC301**
**Zero to hero: Building your first NFT on blockchain**

From CryptoKitties and CryptoPunks to NBA Top Shot and even an SNL skit with Pete Davidson, I never really thought about NFTs in the context of the cloud ecosystem. In this chalk talk, I’m excited to learn more about Amazon Managed Blockchain while launching my first digital asset on the Ethereum blockchain.

**AIM323**
**Get started with Amazon SageMaker in minutes**

There’s something beautiful about not being a data scientist yet still being able to deploy machine learnings across the cloud continuum: from Amazon SageMaker, to mobile edge computing nodes in AWS Wavelength Zones, and beyond. In particular, I’m excited to get hands-on experience with SageMaker JumpStart: one of the easiest way to have 300+ models at your fingertips.
To be totally honest, I’m shocked I made it this far without mentioning AWS CDK in a sentence. There’s something magical about having the best experiences of AWS CloudFormation but leveraging programming languages you know and love (e.g., Python, JavaScript, etc.). In this workshop, take the opportunity to dive deep into the CDK and learn more about infrastructure deployments and shared libraries.

I have never been more confident in the attendance of a GameDay than one with “Infinidash” in its title. For those of you who have yet to read the abstract, unfortunately AWS Infinidash – a completely fictitious AWS service coined by the internet – will not be included. But learning more about AWS Lambda, AWS Step Functions, and AWS IoT services seems like a worthy consolation prize.
Other recommendations
Other recommendations

TNC001
Help influence AWS training and Certification products

Technical training and education has been central not only to my own cloud experience but also to all Developer Advocates looking to drive mindshare at scale. Throughout re:Invent, consider learning more about the ample opportunities to upskill on AWS with online training, hands-on labs via AWS Quick Starts, and beyond. Moreover, I hear that attendees may have the opportunity to test new products, such as new exams. What could be better?
As we get ever-closer to November 29th, there are a number of other ways you can best prepare to make the most of your re:Invent experience.

**re:Invent Starter Pack**

- **Conference schedule**: Prior to setting foot in Las Vegas, have a plan for which sessions you hope to attend and pre-register if possible. That should save you a few thousand steps each day on your smart watch.

- **Backpack**: Carrying around 12 hoodies, 15 pens, and 10 pairs of socks back from the show floor seems a bit tricky without one.

- **Laptop**: This is a must-have if you look to participate in any of the hands-on workshops or AWS Jams.

- **Laptop/phone charger**: You can never have too many!

- **Your company t-shirt**: What better way to spark a conversation with other attendees with a simple ice-breaker activity.

- **Water bottle**: always stay hydrated!
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.
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:

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.

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

**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

*Sessions are subject to change
Leadership sessions*

Rahul Pathak  
Vice President, Analytics

Brian Taptich  
Vice President, AWS Worldwide Specialist Organization

Peter Hill  
Vice President, Business Applications

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

David Brown  
Vice President, Amazon EC2

*Sessions are subject to change
Leadership sessions*

Deepak Singh  
Vice President, Compute Services

Jeff Carter  
Vice President, Relational Databases

Ken Exner  
Director, AWS Developer Tools

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

Todd Weatherby  
Vice President, Professional Services

*Sessions are subject to change
Leadership sessions*

- **IoT**
  - **Michael MacKenzie**
    - General Manager, AWS IoT

- **Networking & Content Delivery**
  - **David Brown**
    - Vice President, Amazon EC2

- **Security, Compliance, and Identity**
  - **Stephen Schmidt**
    - Vice President and Chief Information Security Officer

- **Serverless**
  - **David Richardson**
    - Vice President, Serverless

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

*Sessions are subject to change*
Learn
Choose the learning methods that work for you

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

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

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

**Builders’ sessions**
These are 60-minute small group sessions with up to six attendees per table, and one AWS expert, who is there to answer questions and provide guidance. It’s just you, your laptop, and the AWS expert.
Choose the learning methods that work for you

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

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

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

**Expo**
Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders’ Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths.
Once again this year, we will be hosting an AWS-style pep rally to kick off the week and welcome our most dedicated fans. Midnight Madness provides a sneak peek into re:Invent, complete with the first product launch of re:Invent 2021.

Experience Amazon’s unique culture at one (or more!) of our Quirky events. Whether it’s board games, bingo, or a sneak peek of one of your favorite Amazon TV shows, we’ve got something for everyone.

For our 10th annual re:Play party, we have an amazing lineup, featuring all the classic re:Play activities like dodgeball and office chair grand prix, and we have a very special musical headliner. Stay tuned for more information!

Join the conversation at our vibrant restaurant receptions. Meet people from across the tech world and connect on topics of interest to you at a range of wonderful venues.
Reserved seating
RESERVED SEATING WALKTHROUGH

Navigate to the session catalog

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

[Website screenshot showing the navigation process]
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.
At the top of the session catalog, there is a search bar where you can enter freeform text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.
Favoriting and un-favoriting a session

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

**Reserving a session**

For events with reserved seating, when a session has available seats, the button on the session card will say “Reserve seat”.

For sessions with a price greater than zero, the button will say “Buy for <price>”. Clicking purchase will open up the purchase form where you can complete your transaction. Once the transaction is complete, that session will show on your reservations list.
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

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist at AWS, has watched it all unfold, from its early days in 2006 to its current status as the world's most widely used storage and computing services. In this session, Jeff will discuss the history of AWS, sharing stories about the early days, how the developer experience has evolved over the years, and how customers keep surprising us with new use cases for our services. Jeff will also share insights from the AWS community and shares lessons on how to best build on AWS. Last but not least, go back in time as Jeff shares stories of the early days and lessons learned along the way.

Session type: Breakout Session
Topics: None
Session level: 200 - Intermediate
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.
Cancelling a reservation or waitlist

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

Automating content moderation to improve digital safety

AIM307

The volume of user-generated content and third-party content has been exploding in social media, online forums, and other mass publication sites. For end users, companies need to find a way to review audio, image, video, and text content at scale for potential moderatable content. This chalk talk provides hands-on experience to implement a multimodal AI content moderation solution for 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 for AWS, reflects on the company’s history to discuss how the developer experience has evolved over the years, and how customers have built communities and shared lessons on how to best build on AWS. Last but not least, go back to the basic building blocks of the modern cloud.

Session type: Breakout Session
Topics: None
Session level: 200 - Intermediate
RESERVED SEATING WALKTHROUGH

Viewing your calendar

In the main nav bar on the left of the session catalog, you will see a link that says “My calendar”.

AWS Events

Reserved Seating Demo 2021

- Event
- Sessions
- Speaker dashboard
- Registration information
- Payment

November 2021

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RESERVED SEATING WALKTHROUGH

Viewing your calendar

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

**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%**

**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.

**25%**

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

**15%**

**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.

**10%**

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

PRO TIPS:

• Make sure to watch the leadership sessions that are most relevant to your areas of interest to get the most strategic updates.

• Be sure to not miss out on all the keynotes, as that’s where you’ll catch the biggest AWS launches.

• re:Invent always tries to feature many customers directly speaking about their real-world experiences of using AWS products and services. You’ll find them in many breakout sessions, as well as keynotes.

• Think about topics that are currently mission critical to your team, and topics you’re interested in learning more about.

• Breakout sessions will be available to watch virtually, even if you are registered for in-person re:Invent.

• Make an extensive list of sessions to watch! Favorite lots of sessions so when reserved seating goes live, you have lots of options.
Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.

**Expo**
Learn from AWS experts and partners. The Expo at The Venetian will be host to AWS Village, AWS Partner Network, AWS Marketplace, Builders’ Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!

**Content hubs**
Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.

**Labs**
Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you’re just starting out or honing your technical skills, learn by doing with labs.
Your re:Invent checklist

- Register for re:Invent / Book your hotel / Book your travel reservations / Upload your badge photo
- If attending in person, review the health measures in place for this year’s re:Invent
- Visit the re:Invent website to stay up to date on announcements
- Add all five keynotes to your agenda
  Pro Tip: This is where you’ll catch the biggest AWS launches
- Add your favorite leadership sessions to your agenda
- Get ready for reserved seating: favorite the learning sessions of interest to you
- Familiarize yourself with sponsors in the Expo, along with the Expo map
- If you’re attending with a team, connect with your colleagues to plan how to conquer the many hours of content
  Pro Tip: Don’t forget to find time to reconvene with your team and debrief on everyone’s learnings
- Check out the Play activities and add them to your agenda
- Watch all the How to re:Invent videos to prepare for the week
- Follow Amazon Web Services on Instagram, Facebook, LinkedIn, and Twitter
Useful resources
How to re:Invent

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

Health measures

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

FAQs

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