

AWS  
re:Invent

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

# Partner Executive Attendee Guide 2021

# Welcome!

This year, participating in re:Invent has a special feeling. After having gone through such challenging times, our businesses have literally had to reinvent themselves. That's why this edition is so special.

We are entering a new phase, where the impact of technology on organizations and society in general has become even more significant. Innovation and Cloud Computing were strong enablers of this process.

In this guide for Partner Executives for re:Invent, I share sessions that will be relevant to enabling your business to continue growing and, most importantly, innovating.

**Carlos Diego**  
**Chief Technology Officer &**  
**Co-Founder, Valcann**



# Breakout sessions

I have chosen these sessions for Partner Executives. The idea is to cover both your partnership path and help you build your solutions.

**SESSION ID GPS205**

## Expand your journey with the AWS Partner Network

This session is for established AWS Partners. Learn about new programs, benefits, resources, and tools, and see how AWS is investing in your growth and success.

**SESSION ID GPS210**

## Growing your business with SMB customers

Small and medium businesses (SMBs) represent over 235 million businesses globally and are accelerating cloud adoption post-COVID-19 with increased investment to up-level business continuity and customer research. Cloud has replaced hardware and traditional software as the top IT budget category for SMBs and already accounts for 30 percent of all public cloud spend worldwide. This session discusses recent SMB trends, the AWS value proposition for SMB customers, and how partners can differentiate and scale their business with AWS. Dive deep into partner-focused AWS initiatives for SMBs, and learn how AWS supports partners in developing scalable solutions that deliver value to SMB customers.

**SESSION ID GPS213**  
**Accelerating  
data-led  
migrations**

Data has become a strategic asset. Customers of all sizes are moving data to the cloud to gain operational efficiencies and fuel innovation. This session details how partners can create repeatable and scalable solutions to help their customers derive value from their data, win new customers, and grow their business. It also discusses how to drive partner-led data migrations using AWS services, tools, resources, and programs, such as the AWS Migration Acceleration Program (MAP). Also, this session shares customer success stories from partners who have used MAP and other resources to help customers migrate to AWS and improve business outcomes.

**SESSION ID GPS301**  
**Deep dive: Large-scale  
modernization to  
serverless in action**

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.

**SESSION ID GPS302**  
**Adapt to  
generational change:  
Build your workforce  
strategy**

Today, companies of all sizes have the tools and technology to support employees working from anywhere and the ability to do so productively, but getting there took decades. The next revolution in remote work is happening before our eyes in months, not years. Join this session to see how leading companies are maintaining a culture of employee productivity while adapting to generational changes in the workforce. Explore digital workplace solutions and how customers use AWS to enhance their productivity and enable growth of their enterprise by managing their endpoints, applications, and collaboration platforms.

SESSION ID GPS211

## Accelerating innovation with AI and ML

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.

SESSION ID GPS308

## Protect yourself and your customers from ransomware

As ransomware becomes more and more newsworthy, it can be helpful to understand how to properly protect yourself and customers from this potential threat. In this session, learn about the NIST Cybersecurity Framework, new federal guidance around ransomware, and key protective AWS services and features. Also consider how these features can be used along with storage solutions from AWS Partners to fight ransomware.

# Interactive sessions

Hands-on sessions are what makes AWS re:Invent great. I've tried to select ones that I think would be interesting for Partner Executives.

**SESSION ID GPS311**

## Building multi-tenant-aware SaaS microservices on AWS

In software as a service (SaaS) environments, each microservice must address a range of multi-tenant considerations. Identity, isolation, logging, and metrics all represent areas where multi-tenancy can influence the implementation of your SaaS microservices. In this chalk talk, learn about common strategies and patterns that are used to hide the details of multi-tenancy from your developers, allowing them to focus more on the features of your product and less on the details of applying multi-tenancy. Discover tooling and instrumentation techniques that can streamline your ability to resolve and apply tenant context across the different microservices of your solution.

**SESSION ID GPS312**

## Building on AWS Graviton2 for better-performing cloud workloads

AWS Graviton2-powered instances are designed to run cloud-based workloads and provide up to 40% better price performance over comparable fifth-generation x86-based instances. For ISVs, this can drive a lower cost of goods sold and improve margins. This chalk talk is a starting point for ISVs to explore Graviton2 for their workloads. It can help ISVs build a checklist for common use cases—software as a service, AWS Marketplace AMI, and direct. When ISVs' customers adopt Graviton2, they expect software to be available to run on Graviton2-powered instances. Also learn about how customers benefit when ISVs add Graviton2 support to their offerings.



Hands-on sessions are what makes AWS re:Invent great. I've tried to select ones that I think would be interesting for Partner Executives.

**SESSION ID GPS313**

## Building a manufacturing data and analytics platform on AWS

From this chalk talk, AWS Partners can learn how to build industrial solutions using an industrial data platform on AWS. Learn how to establish a single repository of real-time and historical data to enable innovation and automated workflows through AWS for industrial solutions for advanced analytics, machine learning, and artificial intelligence at scale across a global footprint.

**SESSION ID GPS303**

## Amazon EKS deep dive for AWS Partners

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.

**SESSION ID GPS306**

## Data warehouse and business intelligence modernization

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.

**SESSION ID GPS401**

## Innovator serverless workshop

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.

**SESSION ID GPS304**

## Building enterprise AI applications: No ML expertise required

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.

# Other recommendations

### GUIDANCE AND LOCATIONS

- For those who are attending re:Invent for the first time, I suggest that on your first day, try to identify the locations of your sessions in advance. That way you save some time on the move.

### INTERACT AND CONNECT

- In addition to the sessions, re:Invent provides a great opportunity to interact with other professionals and companies. So try to connect as much as possible with the participants. It will be a great opportunity!

# 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 interface. The browser address bar displays the URL: `portal.awsevents.com/events/reInvent2021/dashboard/event/sessions`. The main header area includes the text "AWS Events" and "AWS re:Invent 2021". A left-hand navigation sidebar is visible, with the "Sessions" link highlighted in orange and pointed to by a pink arrow. The main content area shows the "Sessions" page with a breadcrumb trail: "AWS re:Invent 2021 > Event > Sessions". Below the breadcrumb, there are tabs for "All sessions", "My favorites", and "My reservations". A search bar is present with the placeholder text "Search sessions by keyword". The page indicates "Showing 25 of 881 sessions". A filter section for "Cost" is visible, with options for "Paid sessions" and "Free sessions". Another filter section for "Days" is partially visible, showing "Monday". On the right side, a featured session card is shown with a star icon and the title "15 years of AWS with J... BOA201". The card includes a description: "Amazon S3 and Amazon EC2 are... this breakout session, have a chat... customers keep surprising us with... and shares lessons on how to bes...". Below the description, it lists "Session type: Breakout Session" and "Topics: BuildOn.AWS".

## 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 &gt; Event &gt; 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 &gt; Event &gt; 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 AWS

BOA201

Amazon S3 and Amazon S3 Glacier customers keep surprising us with their use cases and shares lessons on how to optimize your storage.

**Session type:** Breakout**Topics:** BuildOn.AWS**Session level:** 200 - Intro**Job Role:** Developers, Architects

### ★ 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.



ations



### 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 insights 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

Reserve a seat

Date  
Time  
Loca



## AWS Cloud Technical Essentials (option 1)

TNC101-R2 Repeat

This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fun security. It also explores concepts that increase your understanding of AWS services, so you can make mor apply highly available, fault-tolerant, scalable, and cost-effective cloud solutions.

Session type: Bootcamp

Topics: Training and Certification

Session level: 100 - Beginner

Buy for \$1.00

Date  
Time  
Loca



## 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

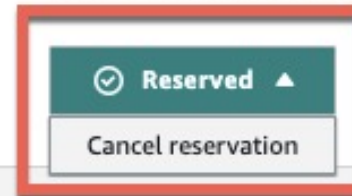
AIM307

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



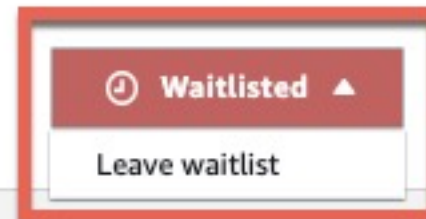
BOA201

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			<b>Achieve high performance and cost-e...</b> 10:00 AM – 11:00 AM	<b>Amazon Lightsail: Move your first ap...</b> 10:00 AM – 11:00 AM
11 am				
12 pm				
1 pm			<b>Automating content moderation to i...</b> 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!