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.
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.

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.
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.

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.
Other recommendations
• 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!
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.

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

*Sessions are subject to change
Leadership sessions*

Analytics
Rahul Pathak
Vice President, Analytics

Architecture
Brian Taptich
Vice President, AWS Worldwide Specialist Organization

Business Applications
Peter Hill
Vice President, Business Applications

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

Compute
David Brown
Vice President, Amazon EC2

*Sessions are subject to change
Leadership sessions*

Containers
Deepak Singh
Vice President, Compute Services

Databases
Jeff Carter
Vice President, Relational Databases

Developer
Ken Exner
Director, AWS Developer Tools
Live stream sponsored by:

snyk

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

Enterprise and Migration
Todd Weatherby
Vice President, Professional Services

*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

Live stream sponsored by:

*Sessions are subject to change
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”.

AWS Events

Sessions
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.
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.
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.

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 decision-making and production optimization opportunities. An industrial data lake is foundational to help manage and store data. This chalk talk walks through the steps to building an industrial data lake for your industrial customer.

Session type: Chalk Talk
Topics: Manufacturing
Session level: 300 - Advanced

AWS Cloud Technical Essentials (option 1)

TNC101-R2 Repeat

This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fundamental topics like networking, security, and more. It also explores concepts that improve your understanding of AWS services, so you can make more informed decisions on the design, deployment, and application of 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
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

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist at AWS, has a few stories to share. From the early days of the cloud, how the developer experience has evolved over the years, and how customers keep surprising us with new ways to build on AWS. Last but not least, go back in time as Jeff explores the evolution of cloud and shares lessons on how to best build on AWS. Last but not least, go back in time as Jeff explores the evolution of cloud and shares lessons on how to best build on AWS.

Session type: Breakout Session
Topics: None
Session level: 200 - Intermediate

Join waitlist
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.
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

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

BOA201

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

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.

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- **Achieve high performance and cost effectiveness in EBS**
  - 10:00 AM - 11:00 AM
- **Amazon Lightsail: Move your first app to the cloud**
  - 10:00 AM - 11:00 AM
- **Automating content moderation to live stream**
  - 1:00 PM - 2:00 PM

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Make a plan
Building your agenda

**Breakout 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.

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

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

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

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