

AWS
re:Invent

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

Partner Technical Staff Attendee Guide 2021

Welcome!

Hi, I'm Fumiaki Ueno, based in Tokyo, Japan. I work as a Cloud Architect for enterprise customers. I have a decade of experience in enterprise infrastructure and multiple industries. I have knowledge of both AWS Cloud and on-premises infrastructure and have many experiences in cloud optimization projects. I've been an APN ambassador since 2020.

I love learning something new and have all 12 AWS certifications.

You can learn a lot at re:Invent. Let's enjoy learning and building together.

Lead Cloud Architect
NRI Netcom



Breakout sessions

The following breakout sessions have been chosen for their suitability for AWS Partner technical staff.

ARC201

Reliable scalability: How Amazon.com scales in the cloud

Amazon.com is a top user of AWS. This session will tell us how Amazon.com has overcome a lot of challenges by using AWS. There are many reference points for you to scale in the cloud. You will also learn how to solve customer issues in this session.

Amazon.com launched in 1995 with a modest architecture and a grand vision to be Earth's most customer-centric company. Learn how Amazon.com got big fast, and see their evolution from a monolithic architecture to a massively scalable system based on service-oriented architecture and microservices. See how Amazon.com adopted DevOps before it even had that name and how DevOps was crucial to enabling the reliable, scalable architectures that Amazon.com needed. Dive deep into examples of Amazon services and how they use the advantages of AWS and the cloud to achieve the customer obsession at scale that Amazon is known for today.

GPS402

Design patterns to consider when moving to Amazon Aurora

Amazon Aurora is a cloud-optimized database and MySQL and PostgreSQL-compatible relational database. Amazon Aurora's architecture is different from standard MySQL and PostgreSQL databases. How do we fully utilize Amazon Aurora's capabilities? Attend this session to find out.

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.

EUC301

Architecting for workforce agility with AWS end user computing

I've been receiving many consultations about End User Computing, including Amazon WorkSpaces and Amazon AppStream 2.0 because of COVID-19. This session will tell you helpful knowledge of Amazon WorkSpaces and Amazon AppStream 2.0. If you are a beginner, I also recommend session EUC201.

IT organizations today must have agile, secure, and reliable solutions to enable a global workforce and ensure that their users can be productive from anywhere. This session provides an overview of and best practices for Amazon WorkSpaces and Amazon AppStream 2.0. It also dives deep into implementing these services, including how to integrate them with your existing identity, security, networking, and storage solutions.

GPS207

Charting your path to address the AWS skills shortage

We need to improve our skills as AWS Partners. We also need to understand trends in order to respond to customer demands, and we know it's really hard to do. This session will give you some ideas for becoming a well-skilled AWS Partner.

The race to the cloud is accelerating, and more organizations are looking for support in digital transformation. AWS Partners need the skills to bridge the talent divide to meet customer needs. In this session, Mark Daigle, Global Director of AWS Partner Training, shares current trends and the impact of skilling up AWS Partner organizations. Discover the key characteristics of a well-skilled AWS Partner, and get an actionable plan from AWS experts on how to create a culture of learning, build in-demand skills, attract and retain new talent, and put your AWS practice on a path to success.

COP312

Governance and security for organizations of any size

Anytime you use AWS, you have to manage the security carefully. Managing AWS accounts is very important for security. Even if you're a small organization, you have to manage AWS accounts and prepare for scaling. Though there are many security services on AWS, this session will help you understand each service.

In this session, learn best practices to manage the security of your AWS accounts and govern your AWS environment. Discover different approaches depending on your current scale, whether you are a small startup just beginning or a large enterprise looking to learn and implement the latest tools from AWS. Services discussed include AWS Organizations, AWS Control Tower, AWS SSO, AWS Security Hub, AWS Identity and Access Management Access Analyzer, and more.

BOA201

15 years of AWS with Jeff Barr

Congratulations on the Amazon S3 and Amazon EC2 15th anniversary! This session is sure to be fun to hear from Jeff Barr and learn about the history of AWS.

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP and Chief Evangelist at AWS, has been at Amazon even longer! In this breakout session, have a chat with him about how AWS was born, how the developer experience has evolved over the years, and how customers keep surprising us with their amazing projects. Along the way, Jeff also answers questions sent by the developer community and shares lessons on how to best build on AWS. Last but not least, go back in time as Jeff demos AWS as it was in 2007.

STG207

Best practices for moving your data to AWS, online and offline

Many customers are struggling with migration from on premises. It's difficult to choose one right migration service from various services in AWS. This session will help you to choose the right one and understand each migration service on AWS.

This session explores how you can use AWS DataSync and the AWS Snow Family (AWS Snowcone, AWS Snowball, and AWS Snowmobile) to accelerate moving your data to Amazon S3, Amazon EFS, and Amazon FSx. It also highlights use cases, best practices, when to choose online or offline methods, and how to use the Snow Family and DataSync together.

STG315

Deep dive on Amazon S3 security and access management

If you are interested in one specific service, I recommend deep dive sessions. This session is for Amazon S3 and security. Amazon S3 is a popular service and security is always a top priority. This session will be helpful for many builders.

Strong adherence to architecture best practices and proactive controls is the foundation of storage security and access controls. In this session, find out the best practices for data security in Amazon S3. Then, learn about the Amazon S3 security architecture fundamentals, and dive deep into the latest enhancements in usability and functionality. Finally, discover options for encryption, access control, security monitoring, auditing, and remediation.

SVS301

Serverless security best practices

Serverless makes it easy to develop applications. But it has a different development method and security configuration than on premises and Amazon EC2. What do we need for serverless security? This session will teach you that.

This session explores how to think about security from the front to the back of a typical serverless application. How do you configure AWS serverless services to provide least-privileged access while ensuring functionality? How should you think about managing IAM policies for your AWS Lambda functions? We cover all this and more, leaving you with concrete examples applicable to almost any workload.

SVS208

Building serverless applications with infrastructure as code

I know many people use AWS Lambda, but I also want you to know about AWS SAM framework for developing if you don't know about that. I usually use AWS SAM CLI for developing. This session is an introduction to AWS SAM.

Serverless computing allows developers to quickly build scalable applications without managing infrastructure. Many build their first serverless application right in the AWS Lambda console. While great for learning, this is not a scalable method for building serverless applications. In this session, learn how to move from the console to the AWS Serverless Application Model (AWS SAM) framework. Construct a serverless application using reusable templates designed specifically for serverless. Develop, debug, and deploy your serverless applications to multiple environments with a simple command line. Finally, learn how to start with a serverless application on your laptop and take it to production without leaving your favorite IDE.

AIM321

Use AutoML to create high-quality models

Machine learning (ML) is powerful, but some people may consider it difficult. You can build an ML model by using Amazon SageMaker Autopilot without ML deep knowledge. All you need is your dataset and a few operations. This session will show you how easy it is.

Join this session to learn how to use Amazon SageMaker Autopilot to automatically build the best machine learning (ML) model based on your dataset. SageMaker Autopilot automatically trains and tunes hundreds of ML models and enables you to pick the best model for your use case, such as price prediction or text classification. You don't need to have a deep background in ML to get started quickly. Simply provide your dataset, and SageMaker Autopilot takes care of the heavy lifting including preparing features, testing algorithms, and optimizing hundreds of model parameters.

COP212-S

How Capital One continues to change banking for good at scale

Capital One is one of the big customers of AWS. You can hear customer use cases at re:Invent. Take a look at a big success story with AWS in this session.

It's one thing to move to the cloud, but it's another to operate there at scale. Capital One was the first US bank to migrate out of data centers and move fully to the cloud. Today, Capital One is operating in a highly regulated industry at scale on AWS, focusing on cloud governance and resiliency, culture, and education to deliver intelligent solutions that benefit millions of customers. In this session, Capital One shares some important lessons they learned on this journey and discusses how they are using real-time data to develop some of their flagship applications and operating them at scale. This presentation is brought to you by Capital One.

CMP210

Optimize compute for cost and capacity

The costs of computing services tend to be high. There are many ways to reduce the costs like Amazon EC2 Spot Instances, Savings Plans. You can learn how to optimize the costs of computing services in this session.

Grow your compute capacity and enable new types of cloud computing applications while maintaining the lowest total cost of ownership by blending Amazon EC2 Spot Instances, EC2 On-Demand Instances, and EC2 Savings Plans purchase models. In this session, learn how to use the power of an EC2 Fleet with AWS services such as Amazon EC2 Auto Scaling, Amazon ECS, Amazon EKS, Amazon EMR, and AWS Batch to programmatically optimize costs and maintain high performance and availability. Dive deep into cost-optimization patterns for workloads such as containers, web services, CI/CD, batch, big data, and more.

Interactive sessions

The following sessions have been chosen for their suitability for AWS Partner technical staff, and are interactive sessions available in Las Vegas only.

CON309

Migrating from Amazon EC2 to Amazon ECS for application modernization

I often hear that many customers are struggling with migration from EC2 or on-premises to Amazon ECS. Amazon ECS would be the first choice when you migrate to a containerized environment. You can learn how to build and deploy container images to Amazon ECS in this workshop.

Customers often ask how can they take an existing application running on their Amazon EC2 instances and migrate it to a containerized workflow or environment. In this workshop, take an application that is running on Amazon EC2 and walk through how to break it up into containers. Start by defining the application as a container image, and run it locally. Next, take the container image that was built locally and walk through how to deploy it to Amazon ECS using the AWS Copilot CLI.

CON204

Observability & beyond with container-based services on AWS

One of the challenges in migrating to containers is observability. It's different from EC2 architecture. AWS provides many monitoring and observability tools, and you can learn how to use them in this workshop.

Having an effective observability architecture for a containerized workload is essential to every business-critical environment running on AWS. By combining open-source technology with managed service experience, AWS provides observability tools that integrate seamlessly with AWS container-based hosting environments, specifically Amazon EKS and Amazon ECS. This session provides hands-on experience on the wide variety of toolsets AWS offers to set up monitoring and observability of your applications using AWS-provided and -supported tooling.

DOP206

Best practices for continuous testing and observability

This workshop focuses on testing. There are not many opportunities to learn testing from AWS. You will also learn about AWS Fault Injection Simulator and Amazon DevOps Guru announced at re:Invent 2020.

In this workshop, learn how to improve the resiliency of your applications through continuous resilience testing. Explore best practices for continuous testing using testing and observability tools such as AWS Fault Injection Simulator and Amazon DevOps Guru.

DOP401

Continuous compliance for infrastructure as code

I heavily use infrastructure as code (IaC) like AWS CloudFormation, AWS CDK, and HashiCorp Terraform. IaC can be tested and security checked in the same way as applications. Attend this workshop to learn about specific services and how to use them.

This workshop dives deep into the importance of and mechanisms for meeting security and compliance requirements for your organization. Learn ways that you can enforce pre- and post-deployment standards, shift-left testing, and use of services like Amazon CodeGuru Reviewer, AWS CloudFormation Guard, and AWS Config for security static analysis and runtime compliance checks. Join this talk and bring your questions.

DPR201

Get rolling with machine learning fast on AWS DeepRacer

AWS DeepRacer makes learning reinforcement learning (machine learning) fun. Don't worry about your knowledge. AWS experts will help you in this workshop. Let's grow your lovely AWS DeepRacer.

Developers, start your engines! This workshop provides developers of all skill levels an opportunity to get hands-on with AWS DeepRacer to learn the basics of reinforcement learning (an advanced machine learning technique). During this workshop, you have the opportunity to dive into the AWS DeepRacer console to build a reinforcement learning model for an autonomous driving application. Take your model from the classroom to the track to compete in the AWS DeepRacer League championships to race for prizes and glory live at re:Invent 2021!

DOP305

Continuous delivery with AWS CDK Pipelines

CDK Pipelines was made generally available in July 2021. We use pipelines for application release management. How do we manage pipelines? CDK Pipelines helps that. In this builders' session, you will learn how to effectively use CDK Pipelines.

CDK Pipelines is a new AWS CDK construct that simplifies defining and building CI/CD pipelines for safely deploying software changes. This builders' session shows you how to effectively use CDK Pipelines to manage software releases.

NET204

Become a network support expert: We break it, and you fix it

Network configurations can sometimes be complicated. Networking issues are more likely to occur in production environments and make it difficult to experience them in advance. You can practice network troubleshooting in this builders' session.

Troubleshooting is a muscle that needs to be exercised. In this builders' session, deploy a solution that has technical networking issues. Perform your root-cause analysis and then implement a solution within an hour. Get creative with your troubleshooting, review logs, and use tools that are provided within the console to assist you.

COP322

Best practices for operational excellence

There are many operations services on AWS. If you can make good use of operations services, you can build secure, resilient, and efficient infrastructure for your workloads. You will learn how to use AWS's operations services In this builders' session.

In this builders' session, dive deep into how to use AWS cloud operations services to maintain operational excellence in a modern enterprise. Discover the many options available, such as automation through services like AWS Systems Manager, configuration compliance via AWS Config, maintaining observability and auditability with Amazon CloudWatch and AWS CloudTrail, and more.

CMP213

Lessons learned from customers who have adopted AWS Graviton

AWS Graviton2 processors deliver better price performance. How do we adapt and optimize for AWS Graviton2 processors? You'll hear real customer stories in this chalk talk.

AWS Graviton2-based Amazon EC2 instances enable great price-performance for a wide variety of workloads in Amazon EC2. In this chalk talk, discover stories from customers who have successfully adopted Graviton2-based instances, including details of workloads, technologies, price-performance benefits, effort, and learnings.

CON302

Amazon ECS: Scaling containerized workloads to thousands of tasks

Have you ever seen more than 10,000 Amazon ECS tasks in operation? I haven't. However, you may be managing many Amazon ECS tasks in the future. You can learn about how to scale it in this chalk talk. Let's prepare for scaling.

In this chalk talk, learn how to have more than 10,000 Amazon ECS tasks running on your workload while taking full advantage of ECS's deep AWS integration and simplicity. Knowing details and tips on how to run ECS at a large scale can reduce developer and DevOps costs to manage clusters and help achieve operational excellence with less overhead. This chalk talk provides a reference ECS architecture that can reach beyond that scale and help you adopt ECS as well.

NET316

Networking wizards: Ask me anything

Powerful networking experts will be coming to re:Invent 2021. It's a great opportunity to ask questions directly to the experts. They will solve your networking issues like magic.

The networking wizards are back! This chalk talk features two principal solutions architects who help AWS users build simple and complex networks. Bring your questions about AWS Transit Gateway, Amazon VPC, AWS Direct Connect, VPNs, firewalls, and any other networking topics to this session.

Other recommendations

NEW SESSIONS WILL BE ADDED DURING RE:INVENT

- New services will be announced in keynotes, so be sure to watch them all.
- After the announcement of new services, new sessions will be added to the schedule.
- Check the schedule and reserve sessions for new services. This is your first chance to learn about new services.

FOR IN-PERSON ATTENDEES (NOT FOR VIRTUAL ATTENDEES)

- Many AWS builders will be coming to one place, Las Vegas. You will feel a lot of energy from them and that will motivate you to learn.
- Enjoy interactive sessions and communications with AWS experts. You can learn a lot from them.
- Please check your schedule regularly because you might not be able to attend a session if you're late. You also need to check travel time between venues.
- There are many fun experiences like re:Play, Midnight Madness, swag in Expo. Enjoy the whole re:Invent.
- Please take care of your health and safety.

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".

portal.awsevents.com/events/reInvent2021/dashboard/event/sessions

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Sessions

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Search sessions by keyword

Showing 25 of 881 sessions

Cost

- Paid sessions
- Free sessions

Days

- Monday



15 years of AWS with J

BOA201

Amazon S3 and Amazon EC2 are... this breakout session, have a chat... customers keep surprising us with... and shares lessons on how to bes...

Session type: Breakout Session

Topics: BuildOn.AWS

Session level: 200 - Intermediate

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

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▼ 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

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▼ Cost

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▼ 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 costs.

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

BOA201

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 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.



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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

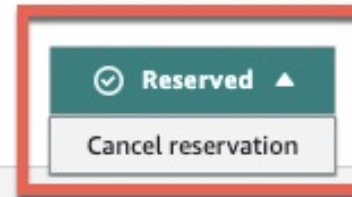
AIM307

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



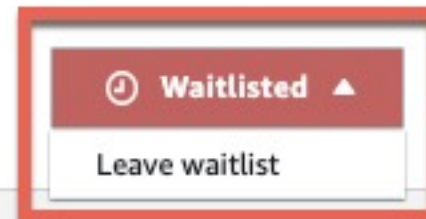
BOA201

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!