

Tracks	9:00 to 9:30 (GMT)	9:35 to 10:05 (GMT)	10:10 to 10:40 (GMT)	10:45 to 11:15 (GMT)	11:20 to 11:50 (GMT)	11:55 to 12:25 (GMT)	12:30 to 13:00 (GMT)	13:10 to 14:00 (GMT)
Opening Keynote	Opening Keynote: Generative AI for technology leaders							
	LEVEL 100							
The Generative AI Business Journey		Democratizing Generative AI	Modernize Operations with Elastic AI Assistant	Generative AI Use Cases	From vision to value: Make data your differentiator for Generative AI	Enhancing customer experiences with Generative AI	Boost employee productivity with Amazon Q	
		LEVEL 200	LEVEL 100	LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 200	
Building and scaling with generative AI (BEDROCK)		Model choice in Amazon Bedrock	Explore Amazon Titan foundation models in Amazon Bedrock	Tackling cybersecurity challenges with GenAI	Customizing generative AI applications for your business using your own data	Simplify generative AI app development with Agents for Amazon Bedrock	Build responsible AI applications with Guardrails for Amazon Bedrock	
		LEVEL 200	LEVEL 300	LEVEL 200	LEVEL 300	LEVEL 200	LEVEL 200	
Prepare your data for GenAI & build Foundation Models		Connect and analyze all your data with zero-ETL	End-to-end data and machine learning governance on AWS	Data patterns for generative AI applications	Trusted AI and AI Unlimited	Train and Tune Your Own Foundation Model	A deep dive on AWS infrastructure powering the generative AI boom	
		LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 200	
For Enterprises		The Generative AI Blueprint for Enterprise Leaders	Boost Productivity & Creativity: Enhance Organization Capabilities using Generative AI	Building and scaling with generative AI	Data as your differentiator for Generative AI			
		LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 200		
For ISVs		Optimising Your Business with AWS Generative AI - Executive Edition	Delivering Innovation using Generative AI for ISVs	Monetizing Your Generative AI Innovation	GenAI for BI: The New Frontier of Business Intelligence for ISVs	GenBI and Embedded Analytics: Monetize Your Data		
		LEVEL 200	LEVEL 200	LEVEL 200	LEVEL 100	LEVEL 200		
For Startups		How to Start a Startup with an AI Co-Founder	Build and monetize your GenAI MVP on AWS	How to Supercharge Internal Operations with Gen AI and your Data	Go-to-market in GenAI with AWS	Safeguarding the Responsible Use of GenAI		
		LEVEL 100	LEVEL 300	LEVEL 200	LEVEL 100	LEVEL 200		
Interactive Builder Track		AWS JAM (Builder, Training & Certification)						
		LEVEL 200						
Français			Construisez des applications d'IA responsables avec Guardrails pour Amazon Bedrock	Améliorez la productivité des employés grâce à Amazon Q	Améliorer l'expérience client avec l'IA générative	Simplifiez le développement d'applications d'IA générative avec Agents for Amazon Bedrock		
			LEVEL 300	LEVEL 200	LEVEL 200	LEVEL 300		
Deutsch			Datenmuster für generative KI-Anwendungen	Vereinfachung der Entwicklung von Generativer KI Anwendungen mit den Agenten für Amazon Bedrock	Generative AI Use Cases	Steigern Sie die Produktivität Ihrer Mitarbeiter mit Amazon Q, Ihrem Geschäftsexperten		
			LEVEL 200	LEVEL 300	LEVEL 100	LEVEL 100		
Italiano			How quickly understand and adopt Generative AI services.	A deep dive on AWS infrastructure powering the generative AI boom	Fine-tuning and Continued Pre-training with Amazon Bedrock	Empowering your business with Generative AI using Amazon Q and Amazon Bedrock		
			LEVEL 100	LEVEL 200	LEVEL 300	LEVEL 200		
Español			Explorando los modelos fundacionales de Amazon Titan en Amazon Bedrock	Construyendo y escalando con la IA Generativa	Crea un programa integral de gobierno del dato y el Machine Learning con AWS	Mejorando la experiencia de cliente con IA generativa.		
			LEVEL 300	LEVEL 200	LEVEL 200	LEVEL 200		
Closing Live Q&A								Closing Live Q&A
								LEVEL 100/200/300

LEVEL 100
Foundational

Sessions are focused on providing an overview of AWS services and features, with the assumption that attendees are new to the topic.

LEVEL 200
Intermediate

Sessions are focused on providing best practices, details of service features and demos with the assumption that attendees have introductory knowledge of the topics.

LEVEL 300
Advanced

Sessions dive deeper into the selected topic. Presenters assume that the audience has some familiarity with the topic, but may or may not have direct experience.