

	Convention Hall "LEARN AND SPARK YOUR NEXT CREATIVE IDEA!"					4/F "GET HANDS-ON, AND START BUILDING HERE!"						
Time Venue	Theatre 1	Theatre 2	Theatre 3	Theatre 4	Theatre 5	Theatre 6 (S425)	AWS Training and Certification Upskill Centre (S421)	AWS Classroom (S423)	AWS Dev Day (S424)	Lightning Talk Stage (S422)	AWS Jam & Game Day (S426 - S427)	Executive Forum (S428)
8:30 - 9:30AM	Check-in and networking Expo opens											
9:30 - 10:30AM	Welcome Remarks & Opening Keynote (featuring Cathay Pacific and Manulife)											
11:00 - 11:30AM	Reinventing with generative AI on AWS	(FSI) One data platform for reporting, analytics, and ML	Chat with AWS Experts			AWS Graviton: The best price performance for your AWS workloads	11:00 - 11:30AM Generative AI Essentials for Technical and Business Decision Makers	11:00AM - 12:30PM Hands-On: Amazon Bedrock Development for Beginners	DevAx Program Sharing featuring Customer	Session 1: 11:00am - 11:15am	11:00AM - 1:00PM AWS Jam - Generative AI	11:00AM - 2:00PM Executive Forum *by invitation only
11:40AM - 12:10PM	AWS Partner Solution					Strengthen your security posture with AWS	11:45AM - 12:30PM Exam Prep: AWS Certified Solutions Architect – Associate		Featured tech sharing from Dev Day Call for Community Proposal	Session 2: 11:25am - 11:40am		
12:15 - 12:45PM	How Amazon.com enhanced shopping with generative AI and foundation models	(FSI) AI chatbot in payment solutions				Data processing at massive scale on Amazon EKS	Supercharge your development with AWS generative AI developer tools		Session 3: 11:50am - 12:05am			
12:45 - 1:30PM	Lunch*											
1:30 - 2:00PM	Harness the power of AWS to build game-changing applications	Panel discussion: Elevating the travel experience: Harnessing the power of cloud and AI	Build responsible AI applications with Guardrails for Amazon Bedrock	Unlock generative AI potential with Amazon ECS and AWS Fargate	(FSI) Navigating the cloud-to-cloud transformation journey (featuring PayMe)	Best practices for serverless developers	1:30 - 2:00PM Introduction to Prompt Engineering	1:30 - 3:00PM Build serverless e-commerce with generative AI	New AWS generative AI features and tools for developers	Session 4: 1:45 - 2:00pm	1:30 - 3:30PM AWS GameDay: LoL Esports Edition RSVP NOW!	
2:10 - 2:40PM	(Retail) Demand Forecast in Amazon SageMaker, supported by AWS Professional Services	Build a data foundation to fuel generative AI	Generative Business Intelligence (BI) in Amazon QuickSight	Use RAG to improve responses in generative AI applications & transform student learning experience with LLM on AWS	Panel Discussion: Advancing responsible AI in the generative era	Harness the power of Karpenter to scale, optimize and upgrade Kubernetes	2:15 - 3:00PM Exam Prep: AWS Certified Data Engineer – Associate		Train and tune state-of-the-art ML models on Amazon SageMaker			
2:50 - 3:20PM	AWS Partner Solution					Unlocking serverless web applications with AWS Lambda Web Adapter			Automate app upgrades & maintenance using Amazon Q Code Transformation			
3:30 - 4:00PM	(Logistics) What's the coming Electric Vehicle (EV) market trend and future after 2024	(F&B) Driving efficiency and sustainability with AWS innovation mechanisms	Advancing ESG practices in smart buildings with AI-driven digital twins	(Media & Entertainment) Transforming the football fan experience: Bundesliga Match Facts (BMF)	Navigating the future of AI: Deploying generative models on Amazon EKS	Boost agent productivity with real-time transcription and insights	Community building story sharing from the author of Community-in-a-box	3:30 - 5:00PM AWS Support Workshop	Build and run it: Streamline DevOps with machine learning on AWS	3:00 - 5:00PM Enterprise Startup Connect	4:00 - 5:30PM AWS GameDay: Well-Architected Framework *by invitation only	
4:05 - 4:35PM	AWS Partner Solution					Web3 session 1	Building secure generative AI applications on AWS		Utilizing machine learning & vector databases for advanced AI search			
4:40 - 5:10PM	Retail customer data analytic platform to drive business growth	Best practices for analytics and generative AI on AWS	AWS Partner Solution		Web3 session 2	AWS vector database capabilities with best practices for querying vector data	Featured tech sharing from Dev Day Call for Community Proposal		Model choice in Amazon Bedrock			5:30 - 6:30PM Web3 Cocktail
5:15 - 5:45PM			Simplify generative AI app development with Agents for Amazon Bedrock	Customize FMs for generative AI applications with Amazon Bedrock	Web3 session 3			Securely build generative AI apps and control data with Amazon Bedrock	*by invitation only			

Information as of April 18, 2024 | *Lunch not included

KEY

Industry Solutions	Technical Series	Generative AI Session For business For developers Data foundation Responsible AI	AWS Dev Day	Hands-on Session
--------------------	------------------	---	-------------	------------------