

# AWS re:Invent

**Virtual Attendee Guide 2020**



# Welcome!

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

On behalf of AWS, we are excited for you to join us for re:Invent 2020!

This year's virtual conference is going to be the industry event of the year. It will offer 5 Keynotes, 18 Leadership Sessions, and unlimited access to hundreds of sessions. We are happy to have you along for the journey!

To be sure you are prepared and ready to take on our 3-week event, we've created this guide full of tips and tricks provided directly from re:Invent alumni, teams, and staff on how to maneuver our free virtual event successfully.

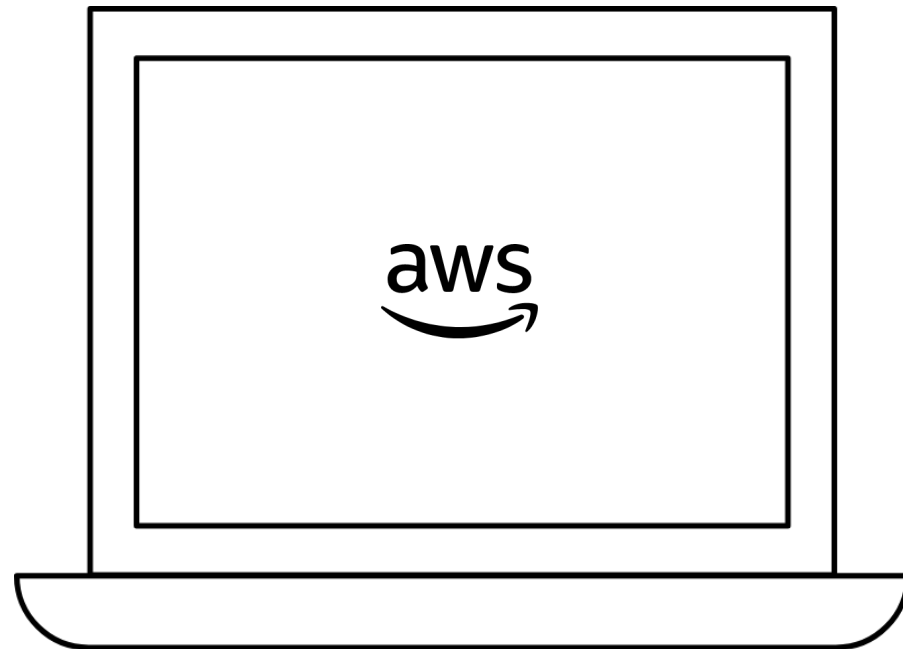
## Step 1 – **Register**

Be sure to take advantage of the resources outlined in this document. We've curated them to offer you advice on how to plan a successful 3-week agenda. The full schedule, including dates, times, and locations, goes live in early November. In the meantime, use this document to start thinking about how you'll plan your 3 weeks.

**We look forward to seeing you there!**



# Continuous Content Every Week



Access hours of sessions led by AWS experts, hear from cloud leaders, and be the first to learn what's next and new from AWS.

**AWS re:Invent attendees should expect to:**

- Learn firsthand about AWS services from recognized world experts.
- Focus on key services that matter most to their businesses and interests.
- Get technical questions answered on the spot.
- Receive immediate access to what's new on the platform.
- Most of all, enjoy themselves while learning!

# Online Resources

[re:Invent Home Page](#)

[Session Catalog](#)

[Registration](#)

[Content Overview](#)

[Frequently Asked Questions](#)

[Agenda](#)



# Keynotes

**Join our keynotes for the latest in AWS Cloud computing and innovation.**



[Overview](#)[Keynotes](#)[Leadership  
Sessions](#)[Learn](#)[Make a Plan](#)[Communities](#)[Partners &  
Sponsors](#)[Play](#)[Checklist](#)[Contact](#)

# Andy Jassy Keynote

CEO, Amazon Web Services

Live from Seattle, Andy Jassy takes the virtual stage to share his insights and the latest news about AWS customers, products, and services.

## WEEK 1

TUESDAY, DEC. 1 | 8:00AM – 11:00AM (PST) **AMERICAS: WATCH LIVE**

WEDNESDAY, DEC. 2 | 8:00AM – 11:00AM (SGT) **ASIA-PACIFIC**

WEDNESDAY, DEC. 2 | 8:00AM – 11:00AM (GMT) **EUROPE**

All times subject to change.

AWS  
re:Invent







# AWS Partner Keynote

with Doug Yeum,  
Sandy Carter, and  
Dave McCann

Don't miss the live AWS Partner Keynote with Doug Yeum, head of Worldwide Channels and Alliances; Sandy Carter, vice president, Global Public Sector Partners and Programs; and Dave McCann, vice president, AWS Migration, Marketplace, and Control Services, to learn how AWS is helping partners modernize their businesses to help their customers transform.

## WEEK 1

THURSDAY, DEC. 3 | 8:00AM – 9:45AM (PST) **AMERICAS: WATCH LIVE**

FRIDAY, DEC. 4 | 8:00AM – 9:45AM (SGT) **ASIA-PACIFIC**

FRIDAY, DEC. 4 | 8:00AM – 9:45AM (GMT) **EUROPE**

All times subject to change.

AWS  
re:Invent





# Machine Learning Keynote

with Swami  
Sivasubramanian

Join Swami Sivasubramanian for the first-ever Machine Learning Keynote, live at re:Invent. Hear how AWS is freeing builders to innovate on machine learning with the latest developments in AWS machine learning, demos of new technology, and insights from customers.

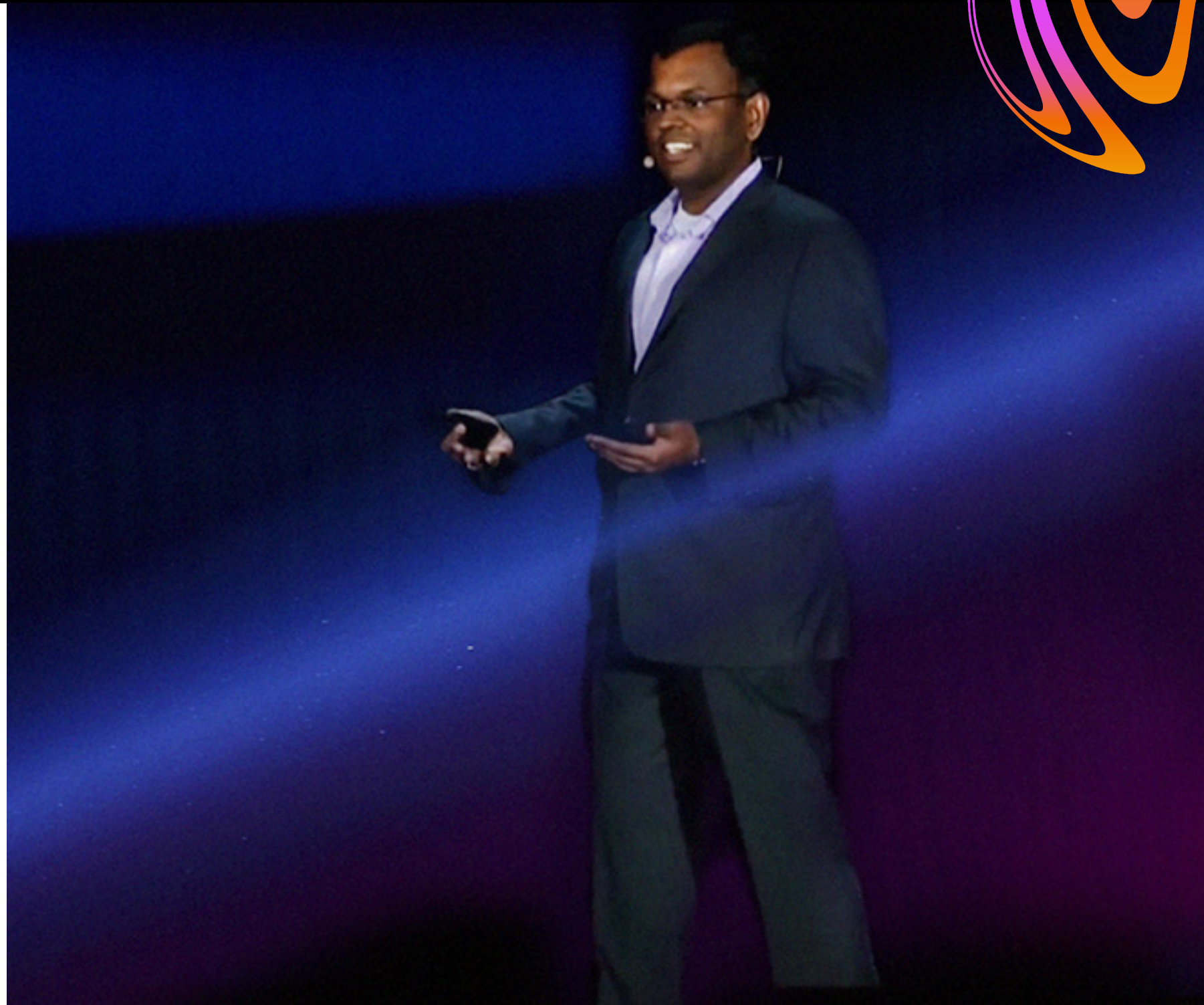
## WEEK 2

TUESDAY, DEC. 8 | 8:00AM – 10:00AM (PST) **AMERICAS: WATCH LIVE**

WEDNESDAY, DEC. 9 | 8:00AM – 10:00AM (SGT) **ASIA-PACIFIC**

WEDNESDAY, DEC. 9 | 8:00AM – 10:00AM (GMT) **EUROPE**

All times subject to change.





# Infrastructure Keynote

with Peter DeSantis

Live from Seattle, join Peter DeSantis, Senior Vice President, Global Infrastructure and Customer Support, to learn how AWS has optimized its cloud infrastructure to run the world's most demanding workloads and give your business a competitive edge.

## WEEK 2

THURSDAY, DEC. 10 | 8:00AM – 9:20AM (PST) **AMERICAS: WATCH LIVE**

FRIDAY, DEC. 11 | 8:00AM – 9:20AM (SGT) **ASIA-PACIFIC**

FRIDAY, DEC. 11 | 8:00AM – 9:20AM (GMT) **EUROPE**

All times subject to change.



# Werner Vogels Keynote

Vice President and CTO of Amazon.com

Join Dr. Werner Vogels as he goes behind the scenes to show how Amazon is solving today's hardest technology problems. Based on his experience working with some of the largest and most successful applications in the world, Dr. Vogels shares his insights on building truly resilient architectures and what that means for the future of software development.

## WEEK 3

TUESDAY, DEC. 15 | 8:00AM – 9:30AM (PST) **AMERICAS: WATCH FIRST**

WEDNESDAY, DEC. 16 | 8:00AM – 9:30AM (SGT) **ASIA-PACIFIC**

WEDNESDAY, DEC. 16 | 8:00AM – 9:30AM (GMT) **EUROPE**

All times subject to change.





# Leadership Sessions

**Across the Leadership Sessions, you will hear directly from AWS leaders as they share the latest advances in AWS technologies, set the future product direction, and motivate you through compelling success stories.**

**OVER 3 WEEKS, WE WILL BRING YOU 18 SESSIONS THAT ARE 60 MINUTES LONG**



[Overview](#)

[Keynotes](#)

[Leadership  
Sessions](#)

[Learn](#)

[Make a Plan](#)

[Communities](#)

[Partners &  
Sponsors](#)

[Play](#)

[Checklist](#)

[Contact](#)

# Leadership Sessions



Analytics  
**Rahul Pathak**  
Vice President,  
Analytics



Architecture  
**Rudy Valdez**  
Vice President,  
Solutions Architecture  
and Training &  
Certification



AWS Public  
Sector  
**Teresa Carlson**  
Vice President, Worldwide  
Public Sector



AWS Public  
Sector Partners  
**Sandy Carter**  
Vice President,  
Global Public Sector  
Partners and Programs



Business  
Applications  
**Larry Augustin**  
Vice President,  
AWS Business  
Application Services



Compute  
**David Brown**  
Vice President,  
Amazon EC2





# Leadership Sessions



Containers  
**Deepak Singh**

Vice President,  
Containers, Linux,  
HPC, and Open  
Source, AWS



Databases  
**Shawn Bice**

Vice President,  
AWS Databases



Edge  
**Bill Vass**

Vice President of  
Engineering, AWS



Enterprise  
**Dave McCann**

Vice President,  
AWS Migration,  
Marketplace, and  
Control Services



IoT  
**Dirk Didascalou**

Vice President,  
AWS IoT



Management  
Tools &  
Governance  
**Bill Vass**

Vice President of  
Engineering, AWS

# Leadership Sessions



Networking &  
Content Delivery

**Mayumi  
Hiramatsu**

Vice President,  
EC2 Networking



Security, Identity  
& Compliance

**Stephen E.  
Schmidt**

Vice President & Chief  
Information Security Officer



Serverless

**David  
Richardson**

Vice President,  
Serverless



Storage

**Mai-Lan  
Tomsen  
Bukovec**

Vice President,  
AWS Block and  
Object Storage



Training and  
Certification

**Maureen  
Lonergan**

Director of AWS  
Training &  
Certification



# Leadership Spotlight



## When Boldness Matters in Critical Moments

### Mai-Lan Tomsen Bukovec

Vice President, AWS Block and Object Storage

As companies face critical moments, often the difference between success and failure comes down to how those at the top choose to meet these challenges. Join Mai-Lan Tomsen Bukovec as she moderates a discussion on leading through change. The conversation will feature top influencers in their industries - Eva Chen (co-founder and CEO of Trend Micro), Casey Coleman (SVP, Salesforce and former CIO of GSA - US Government Administration), Shellye Archambeau (Board member, Verizon), and Julie Cordura (CEO, Thorn.org). Panelists will share how they led through pivotal critical moments such as setting up the first US government agency to use the AWS cloud, building a leadership position in data security and cybersecurity solutions, and using machine learning to combat child trafficking.

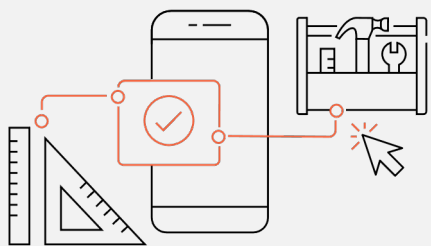
# Learn

**500+ sessions covering core services and emerging technologies will be available at your fingertips over 3 weeks.**

**With hours of content to cover, we are strategically spreading out sessions to be sure that you can plan your schedule accordingly without missing out.**



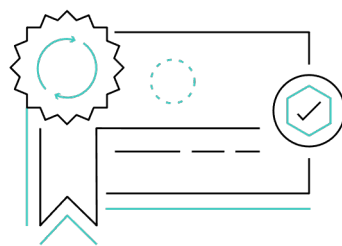
# Learn



## SESSIONS

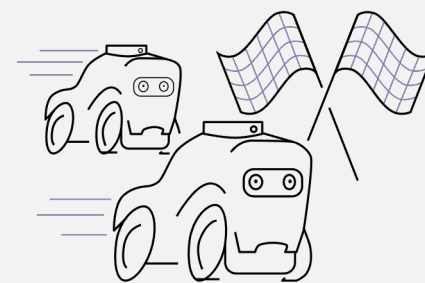
With hundreds of live sessions across three weeks, you have the opportunity to interact with a variety of technical content geared toward inspiring your journey with AWS. You'll get a chance to hear from AWS experts and customers around the globe on best practices at all skill levels. What's more, you will be able to ask our technical community any of your burning questions about AWS products and services. With this unique platform, you'll be able to tailor your agenda to fit your schedule without missing any essential sessions!

AWS  
re:Invent



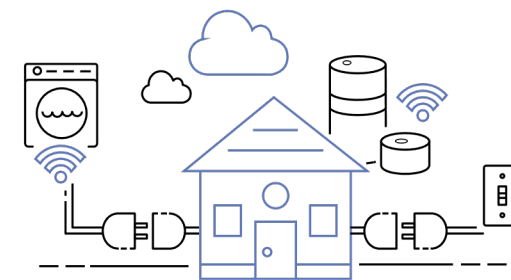
## TRAINING AND CERTIFICATION

Organizations across the globe are seeking individuals skilled in the transformative technologies of the cloud. To meet this growing demand, AWS Training and Certification equips the builders of today and tomorrow—experts and novices, practitioners and partners—with the knowledge they need to realize their cloud goals. Designed by the innovators at AWS, our training supports learners of all skill levels and our certifications validate expertise. We're also upskilling and reskilling workforces through education programs that help businesses tap into a pool of diverse talent.



## AWS DEEPRACER

AWS DeepRacer is the fastest way to get rolling with machine learning. developers of all skill levels (including those with no prior machine learning experience). You can get hands-on with AWS DeepRacer by learning how to train reinforcement learning models in a cloud-based 3D racing simulator. Attend a session to get started, then test your skills by competing for prizes and glory in an exciting autonomous car racing experience throughout re:Invent!



## JAMS AND GAMEDAYS

Jams and GameDays are gamified sessions that allow participants to gain hands-on experience working through real-world scenarios that encourage the use of a variety of AWS and Partner services. Participants of all skill levels are encouraged to participate to validate their existing skills while also learning new ones. There are both time-based events and on-demand content, so come join us and have some fun learning while also trying to get to the top of the leader boards!



# Startup Events

## AWS Mentor Sessions

Get your questions answered and learn from AWS Startup experts.

Join us for group mentor sessions, exclusively for startups attending AWS re:Invent 2020, with a startup expert to get your questions answered. Mentors are currently on the AWS team and have direct startup experience as former startup founders and leaders. Group mentor sessions provide opportunities for startup leaders to discuss key challenges and best practices with experienced AWS startup experts and their peers.

[LINK TO EVENT](#)

## Female Founders Event

Tune in for insights from founders and a live pitch competition

This two-day event kicks off with a fundraising and go-to-market focus, featuring sessions about knowing your worth, conquering bias, and overcoming common challenges. We'll conclude with a live pitch competition with Women 2.0, featuring inspiring female founders, who will pitch their ideas and receive live feedback from VCs for a chance to win a cash prize.

[LINK TO EVENT](#)

## Ask the Startup Expert

Learn from AWS experts and speakers from fast-growing startups

The Ask the Startup Expert series allows startups get their burning questions answered live by AWS experts and speakers from fast-growing startups. Each session will provide opportunities to dive deep on topics that will include; Accelerating with AI/ML, Getting Started with AWS, and Go-To-Market Strategies for Startups

[LINK TO EVENT](#)



# Startup Events

## Startups for the Public Sector

A Market to Accelerate Growth

More than ever, government, education, and healthcare organizations are looking to the startup community for disruptive innovation. This deep need for cutting edge technology and future-proof solutions opens an array of opportunity. Join the Worldwide Public Sector Venture Capital & Startups team to learn how to navigate this market and what tools and resources can help.

[LINK TO EVENT](#)

## AWS & Cohesity

Data Management as a service – don't lose to data silos and get the most out of your data

Join our panel of IT and data management peers who defeated data silos by consolidating data backups, disaster recovery, archiving, file services and other data sources with a modern approach. Learn how to build a cloud data lake and get the most out of your data using advanced AWS services to achieve better data compliance, security, and insights, giving your organization a competitive edge.

[LINK TO EVENT](#)

## AWS Consulting Partners

How OpenSesame, a startup, accelerated time to market on AWS with Premier Consulting Partner, Onica

Join us for a virtual event with Open Sesame Media, Inc.—a pioneer in social audio experiences—as we explore the advantages of AWS serverless technology. Learn how Onica, a Rackspace Technology company, helped Open Sesame build its karaoke app for scale, enabling massive availability across 5G phones around the world.

[LINK TO EVENT](#)



# Startup Events

## Startup CFO Panel

Managing Recovery and Getting to Growth During the COVID-19 Pandemic

For finance leaders, growing the business will be a top level objective in 2021, along with operational excellence and sound fiscal management. This unique CFO panel from early, growth and late stage companies will discuss financial reporting and analytics in times of uncertainty, optimization strategies, insights on fund-raising and finance technology investments that deliver an ROI.

[LINK TO EVENT](#)

## Driving CX Success for Fintech Startups

Everything you need to know about driving CX success

This event is designed to help Fintech startups gain key insights on how to reflect the diverse customer personas they serve with hyper-personalization and cross-channel engagement. Whether you are a founder, developer, product manager, UI/UX manager, or are simply curious about how to convert customer data into meaningful actions in the Financial Services Industry, this event can help enhance your CX strategy by debunking the most common industry use-cases for you.

[LINK TO EVENT](#)

## APN Global Startup Program

Partner Success – One Year Later

It's the 1 year anniversary of the APN Global Startup Program! Hear from leading AWS Startup partners who are leveraging the APN Global Startup Program to achieve a high degree of success with AWS and our joint customers. This panel discussion will feature APN Global Startup Program partners who will be discussing what has worked for them individually and at scale, and how to most effectively engage with the APN and its many benefits.

[LINK TO EVENT](#)





# Startup Events

## Machine Learning re:Invent Release Guide for Startups

Your comprehensive overview of  
all things ML @ re:Invent

If you're an ML startup, this talk is for you. Join us for a comprehensive overview of the most powerful machine learning product releases you'll see at re:Invent, tailored to startups. From data to deployment, learn about new features that will make your ML team more productive, more efficient, and more effective.

[LINK TO EVENT](#)

# Startup Sessions

## Kurly transforms with AWS to adapt and grow

December 8, 12:45PM PT

December 9, 12:45PM GMT

December 9, 12:45PM SGT

Available On-Demand in all time zones after release December 11

Kurly CEO and founder Sophie Kim shares her insight on transforming her next-day grocery delivery service Market Kurly with AWS. Learn how Kurly utilizes services from Amazon EC2 to Amazon Personalize to tackle hypergrowth and ever-changing market dynamics.

## The business case for serverless with Stedi

December 9, 10:15AM PT

December 10, 10:15AM GMT

December 10, 10:15AM SGT

Available On-Demand in all time zones after release December 11

What if you could build systems that self-improve over time? Zack Kanter, CEO and founder of Stedi, the structured messaging platform for B2B trade, believes that a serverless-first architecture on AWS is a revolutionary step toward this vision. Join this session to learn how you can apply best practices from serverless to your entire business, and learn how Stedi designs systems that scale endlessly with minimal toil. Along the way, you learn about how Stedi uses services like AWS Amplify, AWS CDK, and Amazon DynamoDB to scale its platform to achieve its ultimate goal of processing every B2B transaction on the planet.

## On the money: How Paystack champions African businesses

December 10, 10:45AM PT

December 11, 10:45AM GMT

December 11, 10:45AM GMT

Available On-Demand in all time zones after release December 11

Ezra Olubi, cofounder and CTO of Paystack, discusses how picking the right tools with AWS allowed the company to scale up from processing \$2,500 in online payments to processing over \$150 million for African businesses per month without breaking a sweat. From a decade of experience building fintech products, Ezra will dive into the journey of building and scaling Paystack and the important decisions that go into choosing the technology that will future-proof your startup for scale and security—no matter what the market throws at you.

# Startup Sessions

## How SkyAlert prepares for disaster prevention using AWS

December 10, 1:45PM PT  
December 11, 1:45PM GMT  
December 11, 1:45PM SGT  
Available On-Demand in all time zones after release December 11

Efficiency is absolutely key for SkyAlert, a startup that provides technological solutions to disaster prevention. Join Francisco Catalá, SkyAlert CTO, as he discusses upholding safety standards and how that starts with using AWS. Learn how SkyAlert used Amazon Pinpoint, Amazon ElastiCache, Amazon SQS, and AWS Lambda to build its infrastructure to provide fast and targeted notifications for more than two million users, who are now receiving early earthquake warnings in Mexico and the United States.

## Role models: How AI is improving diversity in fashion

December 16, 9:00AM PT  
December 17, 9:00AM GMT  
December 17, 9:00AM SGT  
Available On-Demand in all time zones after release December 18

What's the key to the future of diversity and inclusion in the fashion industry? According to Lalaland cofounder and CTO Ugnius Rimša, it's AI. Learn how Lalaland uses Amazon services like Amazon Cognito, Amazon SageMaker, Amazon Rekognition, and more to generate human-like models that resemble real people for virtual runways and e-commerce.

## Elevating Customer Experience with Decibel

December 16, 12:45PM PT  
December 17, 12:45PM GMT  
December 17, 12:45PM SGT  
Available On-Demand in all time zones after release December 18

How do the world's largest brands, like Lego, British Airways, and Allstate Insurance, find ways to continually improve their customer experiences? They use Decibel, an award-winning, machine learning-powered platform that gives them tools to pinpoint opportunities to elevate the customer experience. In this session, Kristian Keep, VP of Engineering at Decibel, discusses how Decibel moved from a monolithic architecture to a scalable, service-oriented, cloud-native design powered by AWS to deliver advanced customer analytics through machine learning and big data processing, and why that's important for the future of customer analytics.

# Startup Sessions

## A bigger plate: Swiggy's growth on AWS

December 17, 9:00AM PT

December 18, 9:00AM GMT

December 18, 9:00AM SGT

Available On-Demand in all time zones after release December 18

Over the last five years, Swiggy went through a hypergrowth phase on AWS. This talk describes three major technical challenges that Swiggy faced while delivering a "convenience as a service" platform. First, Swiggy is rapidly expanding from online food delivery to other categories, so it needs to build multi-tenant hyperlocal ecommerce platforms that support business agility. Second, Swiggy's platform needs to be highly elastic to cater to changing demand patterns and support high throughput systems and high fanout factor. Third, Swiggy is making systemic improvements to achieve 99.99% availability. Come learn about the company's design patterns and best practices across compute, cache, and storage layers.

## On-demand testing environments that engineers will love

Available On-Demand in all time zones after December 1

For two years in a row, Indigo Agriculture has been ranked the most disruptive company in the startup/agriculture space. Join Kelsey Steinbeck, director of DevOps at Indigo, to learn how Indigo approached the challenge of streamlined feature testing in a tightly integrated environment. Learn how Indigo used AWS CodeBuild, Amazon RDS, Amazon EC2, Amazon ECR, and Amazon ECS AWS Fargate to create a tool that spins up fully featured isolated test environments on demand, allowing developers to validate their features across complex service deployments.

# Startup Sessions

## Operational BI: Executing ML models at speed and scale

Available On-Demand in all time zones after December 1

Executing machine learning (ML) models at the speed and scale of production is a key challenge as enterprises continue to operationalize artificial intelligence. SingleStore, formerly known as MemSQL, provides a converged operational database that combines capabilities found in multiple datastores, such as documents, key-value pairs, stream processors, and relational databases, into a single data platform to activate your most critical data for operational BI and data science. In this talk, Engineering Manager Carl Sverre discusses how SingleStore leverages AWS services in the ML workflow to compile and run Amazon SageMaker models as database functions against real-time data.

## How cloud robotics can protect employees and customers

Available On-Demand in all time zones after December 1

Cloud robotics seems to be the new buzzword in the area of automation, but what does it really mean and how can it benefit your organization? Whether deploying warehouse and factory automation, leveraging autonomous disinfection, or even developing new types of disinfection robots, the flexibility provided by cloud robotics platforms is a must. In this session, learn how cloud robotics can enable remote deployment, social distancing, and autonomous disinfection and eliminate manual material movement. Discover how it can provide advanced ML-based reporting, such as forklift near misses and blocked fire doors, and develop new disinfecting robots in less than two months.

## How Dream11 created India's biggest fantasy sports platform with AWS

Available On-Demand in all time zones after December 1

Dream11 is India's biggest fantasy sports platform with more than 90 million users, and it's constantly looking for ways to improve user experience and satisfaction. Learn from CIO Abhishek Ravi about Dream11's journey with AWS, its scalable initiatives on AWS analytics, and how it's operating at scale.

# Startup Sessions

## Skydio: Scaling autonomous flight for enterprise with AWS

Available On-Demand in all time zones after December 1

Skydio is a world leader in drone autonomy, but this is just a building block for scaling drones as an enterprise edge computing service. Central to this vision is an integrated, highly available, secure cloud service stack for managing the fleet in real time, gathering and analyzing data at a large scale, and automating enterprise workflows. In this session, learn how Skydio is using AWS to enable rapid development of disconnected intelligent systems. AWS services like Amazon Kinesis and Amazon S3 enable Skydio’s high-throughput data ingestion and processing. Finally, learn how AWS built-in security and control help provide a secure foundation for enterprise users.

## How Airtable safely runs custom user scripts

Available On-Demand in all time zones after December 1

Airtable Automations is a rules engine for creating triggers and actions that can send notifications, automate redundant tasks, and orchestrate work via integrations. Scripting allows Airtable users to take that one step further by extending and customizing what Airtable can do using the complete power of JavaScript. Learn how Airtable’s scripting environment works, how Airtable uses AWS Lambda and V8 Isolates to provide defense in depth and safely run untrusted code authored by users, and how Airtable makes sure that script authors have a smooth experience writing and running code for the platform.

## Make the leap! How wefox switched over to AWS

Available On-Demand in all time zones after December 1

When wefox Group began to scale, CTO Sergi Baños knew it was necessary to evaluate how the company’s infrastructure should be built to uphold their long-term vision of data security. Learn how wefox Group made the switch to AWS and how it’s using Amazon ElastiCache, Amazon RDS, Amazon SQS, Amazon EKS, and more to achieve a 3x application throughput versus its previous setup.



# Startup Sessions

## What HackerOne has learned from years of AWS bug bounties

Available On-Demand in all time zones starting January 4, 2021

In this session, HackerOne cofounder and security expert Jobert Abma reviews high-severity bugs that surfaced in bug bounty programs over the years for AWS applications. These are bugs that may be rewarded with bounties of up to \$20,000. Jobert discusses ways to avoid the bugs altogether, reducing the risk of unintended broad access and building trust with the users of the application. The review includes bugs relating to DNS hijacks, SSRF to Amazon EC2 instance metadata, inadvertently disclosed AWS keys, public Amazon S3 buckets, and improper configurations.

## How big data helps Konfío approve loans for Mexican SMBs

Available On-Demand in all time zones starting January 4, 2021

With a digital-first mindset combined with machine learning tools, Konfío leverages big data, AWS Lambda, and more to provide instant loans to small and midsize businesses (SMBs) and boost small and midsize enterprise (SME) growth. Pablo Mazzucchi, Konfío senior data scientist, and Luis Felipe Gutierrez, Konfío senior software architect, share how AWS is essential to building a frictionless customer experience and providing real-time optimal responses to users.

## Gro Intelligence on creating trust in the market

Available On-Demand in all time zones starting January 4, 2021

We know that the world's biggest problems, like world hunger and climate change, aren't solved by individual action. They're solved by companies and governments acting at scale and, ideally, in unison. Opacity, inconsistencies, and a lack of knowledge engender mistrust, break down communication, and prevent enlightened and effective action. In this talk, Gro Intelligence CEO Sara Menker shares how Gro built its trusted platform to create knowledge and insights to drive action on these global issues by accessing, connecting, and opening up vast and disparate data silos.

# Make a Plan





# Building Your 3-Week Agenda

## Step One

Be sure that you have the Keynote and Leadership Sessions you're interested in added to your agenda. These will be the base of your learning and schedule building.

## Step Two

Search topics you're interested in and start favoriting sessions you think you might want to attend.

## Step Three

Broaden your horizons! Once you have your core topics explored and sessions favorited, explore other topics. You never know what you might discover!



### PRO TIP:

The Keynotes and Leadership Sessions are critical!

Be sure to not miss out on the Keynotes, as that's where you'll catch all of the AWS launches.

The Leadership Sessions are where you'll hear from AWS leaders who are diving deep on AWS topics.



# And Don't Forget to . . .



## Connect

Be sure to connect with your account team and other AWS experts throughout re:Invent.



### PRO TIP:

Stay connected with your AWS account team via your workplace communication tool for easy answers and up-to-date information.



## Plan Daily Debriefs

Now that re:Invent is virtual and free, there is no reason to not send the whole team. Be sure to strategically conquer all of the breakout sessions. Don't forget to find time to virtually reconvene your team and debrief on their learnings.



## Have Fun!

Even though we aren't eating chicken wings together in person this year, make sure you check out all of the virtual quirky activities that we have planned for you. It wouldn't be re:Invent without some added fun!

# Communities

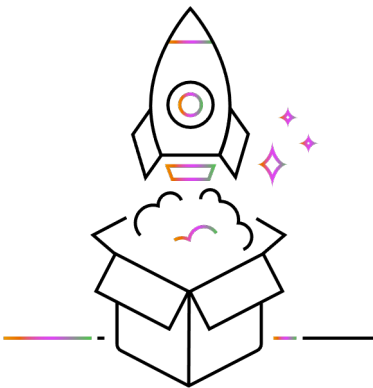
Get connected, expand your knowledge,  
and access AWS experts online.

# Communities



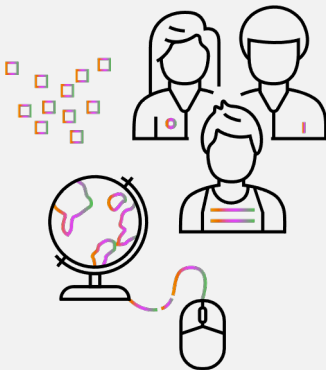
## Developer Lounge

The Dev Lounge will engage developers, programmers, engineers, builders, and future developers. Join us here for presentations from AWS community leaders and architectural discussions about specific AWS categories by knowledge level (100–400). You can also come here to discuss AWS product launches following each Keynote.



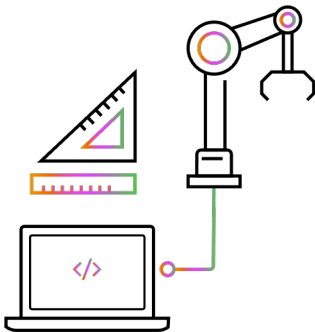
## Startups

Join thousands of startups this year who are looking to make connections, streamline ingenuity, and add more good to the world. Join in the Startup Community by tuning in to lightning talks and technical demos from startups from all around the globe, and chat with our AWS experts live to get all of your questions answered.



## We Power Tech

We Power Tech is about you: diverse builders who are changing the world through tech. Together, we are building a future of tech that is diverse, inclusive, and accessible. Join us to learn how our global community of builders are leveraging technology to create inclusive products, services, and programs.



## Builders' Fair

The Builders' Fair is a fun and interactive way to learn how to apply AWS services to real-world use cases. Interact with our builders to learn how the projects were made, ask questions, and walk away with the knowledge to build it yourself. Explore the projects for yourself during the 3 weeks of re:Invent, and start building.

# Partners & Sponsors





# Sponsors

Featuring over 150 AWS Partners, the re:Invent sponsorship program connects you to companies building and managing solutions on AWS. Attendees can view sessions, demos, and video content relevant to their unique preferences and engage in direct conversations with re:Invent sponsors.

[See full sponsor list](#)

# Global Partner Summit

Learn how to leverage AWS services to build solutions for your customers, and explore programs to help you differentiate your business and reach new customers faster.

If you're not an AWS Partner, you're welcome to watch GPS sessions to learn more about the AWS Partner Network (APN) and to register to become an AWS Partner.

## AWS Partner Keynote

**THURSDAY, DECEMBER 3**

Don't miss the live AWS Partner Keynote with Doug Yeum, head of Worldwide Channels and Alliances; Sandy Carter, vice president, Global Public Sector Partners and Programs; and Dave McCann, vice president, AWS Migration, Marketplace, and Control Services, to learn how AWS is helping partners modernize their businesses to help their customers transform.

## Leadership Sessions

**THURSDAY, DECEMBER 3**

AWS Public Sector Partners, Sandy Carter  
Enterprise, Dave McCann

## Sessions

There will be 15 learning sessions dedicated to AWS Partners, each lasting 30 minutes.

[Learn more about AWS Partners](#)

# Play

**It wouldn't be re:Invent without our quirky culture. Every week, you'll have access to new quirky activities. Feel free to digest them on your own time or gather your whole team to participate together.**



# Play

## Amazon Fishbowl at re:Invent

Join us for intimate conversations with top authors in varying areas of expertise, offered in partnership with Amazon Fishbowl. We will deliver one-of-a-kind experiences for you—Fishbowls are traditionally for Amazon employees only!

## DJ Sets to Move and Groove

We all need to relax and enjoy the moment. Throw on some music curated just for re:Invent attendees and dance your heart out.

## Cable Detective Mystery Game

Test your re:Invent knowledge and try to solve the mystery of who tangled all the cables. There's a perfect mix of trivia questions and mini games throughout the gameplay, so don't miss it!

## Quick Cooking Demos

In 10 minutes, we will bring you quick, easy-to-follow recipes that you can whip up in a flash, ranging from one-pan dishes to the best chocolate chip cookies you've ever tasted.

## Movement Breaks

You deserve a break – take a few minutes and rejuvenate with our desk stretch series.

## Obliteride at re:Invent

We are bringing Obliteride to re:Invent. As an attendee, you will have the opportunity to pick your favorite activity to get moving and share your experience on social media.

# And Much More!



# Checklist



# Your Virtual re:Invent Checklist



- ☐ Register for re:Invent
- ☐ Visit [reinvent.aws.com](https://reinvent.aws.com) to stay up-to-date on announcements
- ☐ Connect with my AWS account team
- ☐ Add 5 Keynotes to my agenda
- ☐ Add 18 Leadership Sessions to my agenda
- ☐ Favorite the learning sessions of interest to me
- ☐ Review the AWS communities
- ☐ Connect with my colleagues to plan how to conquer the many hours of content
- ☐ Check out the play activities and add them to my agenda
- ☐ Follow Amazon Web Services on Instagram, Facebook, LinkedIn, and Twitter