	Track 1	Track 2	Track 3	Track 4	Track 5
	The generative AI business journey	Build and scale with generative AI	Boost employee productivity and creativity	Build a data foundation	Create predictive and foundation models
KEYNOTE 9:00am to 9:30am PT	Generative AI for technology leaders				
Session 1 9:30am to 10am PT	How Mixbook leveraged generative AI to offer personalized photo book experiences	Customizing generative AI applications for your business using your data	Generative AI in the workplace	How Rocket Companies modernized their data strategy	Foundation models: Blueprints for success
	Level: 200	Level: 300	Level: 200	Level: 200	Level: 300
Session 2 10am to 10:30am PT	Generative AI use cases	Keeping pets happy and healthy: Purina's journey with generative AI	Boost productivity and creativity with AWS generative AI	Data patterns for generative AI applications	Train and tune your own foundation model
	Level: 100	Level: 100	Level: 200	Level: 200	Level: 300
Session 3 10:30am to 11am PT	From vision to value: Make data your differentiator for generative AI	Model choice in Amazon Bedrock	Developing the workforce of the future with generative AI	Integrate your data lake into a generative AI workflow	Democratizing mental health screening with Aiberry and Amazon SageMaker
	Level: 200	Level: 300	Level: 100	Level: 200	Level: 200
Session 4 11am to 11:30am PT	Transform responsible AI from theory into practice	Explore Amazon Titan foundation models in Amazon Bedrock	Amazon Q, your business expert	End-to-end data and machine learning governance on AWS	A deep dive on AWS infrastructure powering the generative AI boom
	Level: 100	Level: 300	Level: 200	Level: 200	Level: 200
Session 5 11:30am to 12pm PT	Democratizing generative AI	Central observability and governance for Amazon Bedrock	Transform every agent into your best agent with Amazon Q in Connect	Best practices for querying vector data for generative AI apps	Accelerate foundation model development with Amazon SageMaker
	Level: 200	Level: 200	Level: 200	Level: 400	Level: 300
Session 6 **12pm to 12:30pm PT**	Enhancing customer experiences with generative AI	Simplify generative AI app development with Agents for Amazon Bedrock	Amazon Q in QuickSight	Integrate data faster and easier with a zero-ETL future	Deploy FMs on Amazon SageMaker for price performance
	Level: 200	Level: 300	Level: 200	Level: 200	Level: 300
Session 7 12:30pm to 1pm PT	Powering innovation across industries with generative AI	Build generative AI apps responsibly using Guardrails for Amazon Bedrock	Use foundational models to solve business challenges with SageMaker Canvas	How to become a data-driven public sector organization	FMOps/LLMOps for FMs with Amazon SageMaker and Amazon Bedrock
	Level: 100	Level: 300	Level: 200	Level: 100	Level: 300