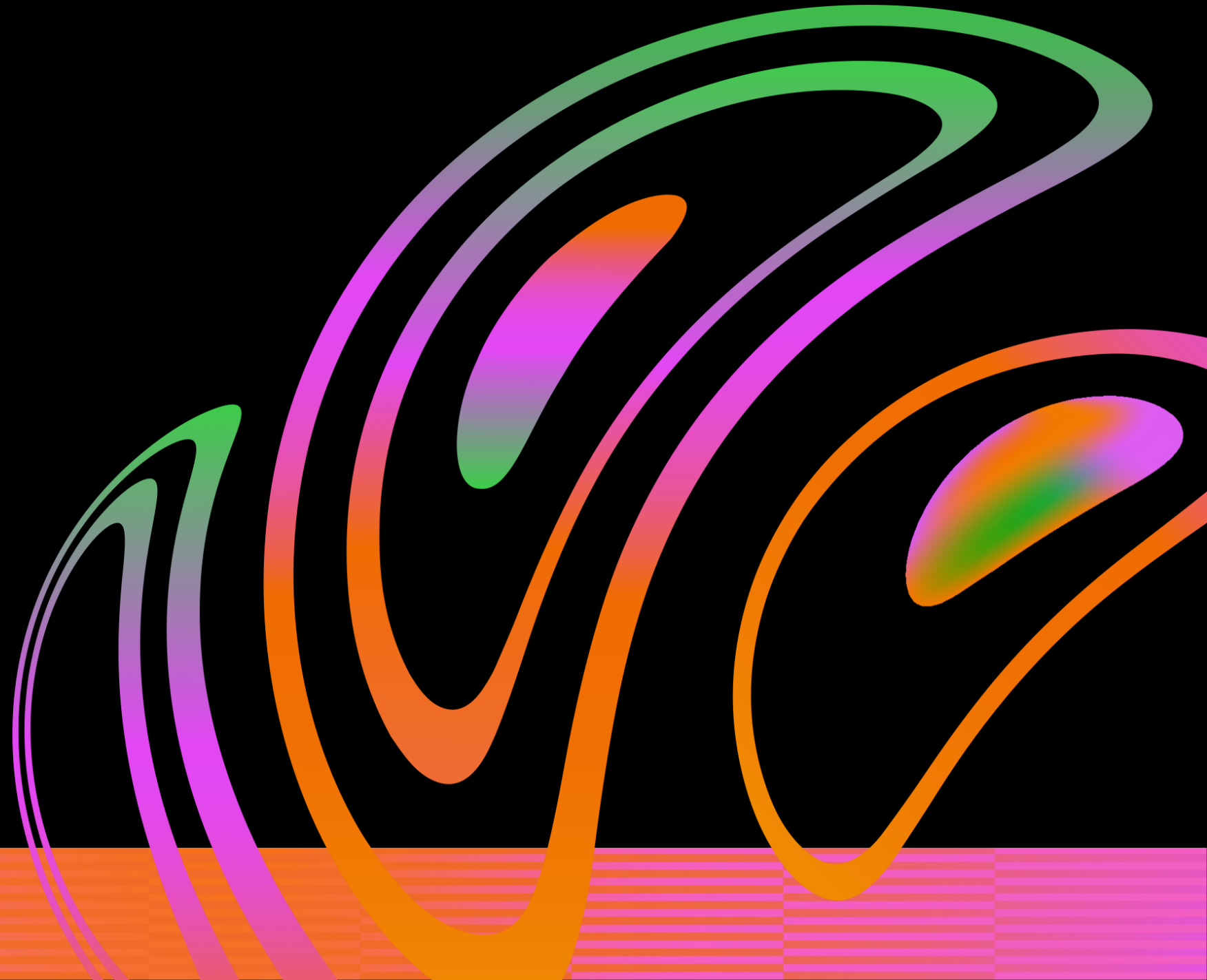


# AWS re:Invent

**Guide for Partners**



# 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!**



# Keynotes

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



# 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 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.



# 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**





# 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 - General Services 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.

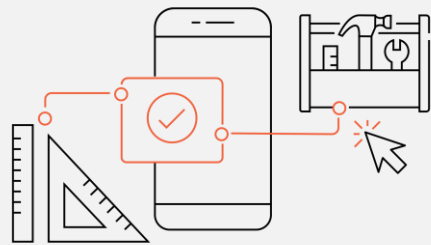


# Learn

Find inspiration from AWS Partner Network Ambassadors who have authored guides to help re:Invent attendees find content based on specific areas of interest. Choose the persona you best identify with to learn more:

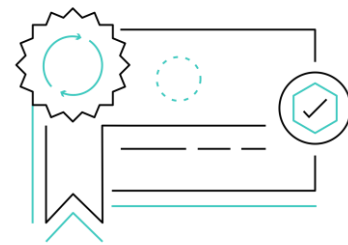
- **Solution Architect or Technical Staff**
- **Business Developer or Sales**
- **Executive Leader**
- **New AWS Partner**

# Learn



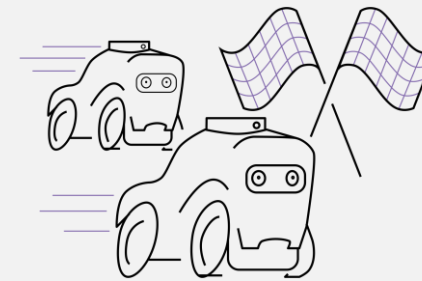
## SESSIONS

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!



## 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!

# Ambassador Spotlight



## Guide Persona: Solution Architect or Technical Staff

### Joshua Lopez

Partner - Cloud Adoption, Versent  
Australia

Bio:

I'm Josh Lopez, APN Ambassador and Cloud Adoption Partner at Versent based in Sydney Australia. I've been in the I.T industry for over 15 years holding a range of roles in architecture, software development and large-scale infrastructure programs across Asia Pacific. My role at Versent focuses on partnering with customers to accelerate their journey into AWS. I work across a wide range business sectors and I'm always excited to showcase the art of the possible in AWS. I can't wait to see what more will be possible after this year's re:invent.

As an AWS Partner Ambassador, I'm passionate about sharing my experience and knowledge of AWS and I'm really thrilled to be able share the re:invent sessions that will benefit your cloud transformation journey. I'd be looking forward to knowing what sessions most intrigued you. Please feel free to email me at [joshua.lopez@versent.com.au](mailto:joshua.lopez@versent.com.au) or follow me on Twitter @joshlopeztech or LinkedIn <https://www.linkedin.com/in/joshualopeztech/>

# Josh's Top 3 Session Recommendations

## Track: Global Partner Summit

### Session Title:

AWS Partners driving innovation amidst COVID-19

We've all felt the effects and challenges brought about by COVID-19 but it also has brought about amazing amounts of innovation on AWS. It's great to see so many industry sectors pushing the boundaries of innovation despite all the challenges they've faced. So I highly recommend tuning into this session and getting inspired on how you could apply some of these innovative solutions to your organization.

**FEATURED SPEAKER:** [Oxana K. Pickeral, Sr. Manager, Segment Lead, AWS]

## Track: Architecture

### Session Title:

Adrian Cockcroft's architecture trends and topics for 2021

Architecting on AWS is continually evolving, and Adrian Cockcroft always provides very insightful knowledge on how industry trends are affecting this. It's important to understand how these trends will change how we architect in the future and one that I have a lot of interest in, is how we will be architecting solutions with sustainability in mind. I recommend tuning in to find out how we can optimize our architectures around sustainability concerns.

**FEATURED SPEAKER:** [Adrian Cockcroft, VP Cloud Architecture Strategy, AWS]

## Track: Security Compliance, & Identity

### Session Title:

Security best practices the AWS Well-Architected way

Security is job zero for all of us when building solutions on AWS. It's always important to keep up to date with the latest security best practices as AWS evolves. This session will give you practical insights into architectural patterns to ensure you're applying best practices to workloads you transform on your cloud adoption journey. Make sure to look out for the code giveaways during the session, so tune in for the giveaways.

**FEATURED SPEAKER:** [Ben Potter, Princ. Security Lead Well-Arch, AWS]



# Josh's other Session Recommendations

Track	Session Title
DevOps	Choosing the right modern deployment strategy
DevOps	Turbocharge the AWS CDK with AWS Solutions Constructs
Management Tools & Governance	Automate anything with AWS Systems Manager
Global Partner Summit (GPS)	Getting to "all-in": Realizing the full potential of the cloud
Containers	GitOps compliant: How CommBank multiplied Amazon EKS clusters
Builder's Library	Hands-off: Automating continuous delivery pipelines at Amazon
Databases	Enterprise database transition: License-free cloud databases
Marketplace	Ignite migration and modernization with DevSecOps

Track	Session Title
Netflix	Simplifying delivery as code with Spinnaker and Kubernetes
Enterprise/Migration	The cutover: Moving your traffic to the cloud
Serverless	How LEGO.com accelerates innovation with serverless
Artificial Intelligence & Machine Learning	How the NFL builds computer vision training datasets at scale
Architecture	Delivering scalable citizen communication in critical times
Databases	How Disney+ scales globally on Amazon DynamoDB
Public Sector	Shaping a growth work culture with agile leadership
Global Partner Summit (GPS)	Close the cloud skills gap by building a diverse, vibrant workforce



# Ambassador Spotlight



## Guide Persona: Business Developer or Sales

### Simone Merlini

CEO, beSharp  
Italy

#### Bio:

I'm Simone Merlini, AWS Partner Ambassador & Community Builder, CEO and co-founder of beSharp, based in Pavia, Italy. I'm a long-time AWS user (since 2007, when EC2 was in public beta!), and I attended all the re:Invent editions since the very first in 2012.

In the last 10 years, I've been leading the business development strategy in beSharp, but with strong technical foundations and a Solutions Architect's approach. So I'm happy to share the sessions that, in my opinion, best describe both sides of the coin.

As an AWS Partner Ambassador, I'm excited to meet AWS users worldwide, share technical and business experiences, and discuss leveraging re:Invent announcements to drive innovation. Please feel free to email me [simone@besharp.it](mailto:simone@besharp.it), reach me on Twitter [@CloudSimo](https://twitter.com/CloudSimo), or LinkedIn [Simone Merlini https://www.linkedin.com/in/simonemerlini/](https://www.linkedin.com/in/simonemerlini/).

Have a nice re:Invent!

# Simone's Top 3 Session Recommendations

## Track: Global Partner Summit

### Session Title:

How to deliver effective customer workshops and webinars virtually

Remote working sessions usually have a small impact on operations in Cloud-native companies. Still, they can be bad for technical pre-sales activities where personal engagement and empathy have great importance. I'm happy to see AWS best practices shared with us around delivering virtual workshops and webinars.

**FEATURED SPEAKER:** [James Bland, Sr Partner SA DevOps AWS]

## Track: Netflix

### Session Title:

Untangling multi-account management with ConsoleMe

A multi-account environment is a must-have nowadays on AWS but can be a nightmare if not managed with a strict and wise approach. Netflix's folks are always great in leveraging automation on AWS at its max power, and so I can't wait to see what their new tool can do too!

**FEATURED SPEAKER:** [Curtis Castrapel, Sr Security Software Eng, Netflix Inc. and Prateek Sharma, Sr Solution Architect, AWS]

## Track: Architecture

### Session Title:

Transform your organization's culture with a Cloud Center of Excellence

The Cloud Center of Excellence, in my experience, is THE key to a successful AWS adoption. As an AWS Partner, even highly-skilled, cannot lead to a good cloud strategy without the help of an informed, proactive, and committed customer. Let's see how to achieve this easily!

**FEATURED SPEAKER:** [Mahesh Gurram, Sr. Solution Architect, AWS]



# Simone's other Session Recommendations

Track	Session Title
Security Compliance and Identity	The busy manager's guide to encryption
Quantum Computing	Is now the right time to explore quantum computing?
Global Partner Summit (GPS)	Getting to "all-in": Realizing the full potential of the cloud
Compute	AWS Outposts: An in-depth look at hybrid cloud use cases
Networking & Content Delivery	Which inspection architecture is right for you?
Enterprise/Migration	Best practices for containerizing legacy applications
Compute	The journey to silicon innovation at AWS
Architecture	Trust and transparency in live virtual events

Track	Session Title
Compute	Powering next-gen Amazon EC2: Deep dive on the Nitro System
Databases	Databases
Enterprise/Migration	Architectural patterns & best practices for workloads on VMware Cloud on AWS
End User Computing	Getting started with Amazon AppStream 2.0 and Amazon WorkSpaces
Innovation	Amazon's culture of innovation
Databases	Enterprise database transition: License-free cloud databases
Containers	Containers at AWS: More options and power than ever before
Innovation	Amazon.com's use of AI/ML to enhance the customer experience

# Ambassador Spotlight



## Guide Persona: New AWS Partner

### Scott Weber

VP of Cloud Solutions, EagleDream Technologies  
United States

#### Bio:

Hey there! I'm Scott Weber, APN Ambassador and VP of Cloud Solutions at EagleDream Technologies, one of the few AWS Premier Consulting Partners in North America. I'm excited to share some of my recommendations for AWS re:Invent's first virtual global conference. At EagleDream, we focus a lot on AWS-native development and application modernization. I personally enjoy exploring the intersection of the cloud and software development and how it drives architectural and design changes. Luckily, AWS has a variety of sessions focusing on these topics and I'm excited to share my thoughts and takeaways with you.

I'm honored to be part of the AWS Partner Ambassador community and love digging deep into the latest from AWS. Let's start the conversation! I invite you to join me in discussing the latest re:Invent updates on Twitter – find me at @CloudGuyScott. It would be great to hear your takeaways and I will regularly post mine throughout the month. If you would like to chat live, email me at [scott.weber@eagledream.com](mailto:scott.weber@eagledream.com) or find me on LinkedIn <https://www.linkedin.com/in/scottthecLOUDguy/>. Onward to Re:Invent 2020!

# Scott's Top 3 Session Recommendations

## Track: Global Partner Summit

### Session Title:

Navigate success in the Consulting Partner journey

As a new Consulting Partner its critically important to understand how to get started to be able to build trust with your customers and AWS. There is a huge array of programs, this session will start you in the right direction.

**FEATURED SPEAKER:** [Ryan Cauthron, APN Product Manager, AWS]

## Track: Global Partner Summit

### Session Title:

Insights and inspiration from those on the transformation path

SaaS and application modernization are two areas that I find really interesting and exciting. Helping companies learn how to use AWS services to transform their businesses is a growing opportunity for Consulting Partners.

**FEATURED SPEAKER:** [Magnus Haglund, SVP, Head of Product Management, Market Technology, Nasdaq and Craig Wicks, Sr Mgr, Partner Dev, SaaS, AWS]

## Track: Serverless

### Session Title:

How LEGO.com accelerates innovation with serverless

This should be a great session to learn how a customer is leveraging serverless to transform their monolithic system. I believe that serverless and serverless containers on AWS Fargate are driving system architectural changes and new patterns.

This is an important area for a new Partner to understand,

**FEATURED SPEAKER:** [Sheen Brisals, Sr Engineering Mgr, LEGO and Danilo Poccia, Chief Evangelist (EMEA), AWS]



# Scotts's other Session Recommendations

Track	Session Title
Application Integration	Application integration patterns for microservices
Containers	AWS Fargate: Are serverless containers right for you?
Artificial Intelligence & Machine Learning	How the NFL builds computer vision training datasets at scale
Enterprise/Migration	Executing a large-scale migration to AWS
Enterprise/Migration	Transformation, migration, and governance: Lessons learned
Innovation	Amazon.com's architecture evolution and AWS strategy
.NET	Porting .NET Framework applications to .NET Core on Linux
Architecture	Adrian Cockcroft's architecture trends and topics for 2021

Track	Session Title
Containers	Getting up and running with Amazon EKS
Containers	AWS Fargate: Roadmap and vision
Databases	Amazon DynamoDB advanced design patterns – Part 1
Databases	Amazon DynamoDB advanced design patterns – Part 2
Serverless	Decoupling serverless workloads with Amazon EventBridge
Serverless	AWS Lambda – Part 1: Optimizing your serverless applications
Serverless	AWS Lambda – Part 2: Optimizing your Lambda function performance
Application Integration	Building event-driven applications with Amazon EventBridge

# Ambassador Spotlight



## Guide Persona: Executive Leader

### Biswajit Mohapatra

Partner and Executive Director, Cloud Migration Factory and AWS Practice, IBM India

Bio:

I'm Biswajit Mohapatra, AWS Partner Ambassador in Pune India, Partner and Executive Director at IBM. As a Cloud Migration and Modernization Delivery Leader and AWS Practice Leader with interest and experience in cloud strategy consulting, technology innovation, practice incubation and Cloud Delivery Management, I'm excited to share the sessions that I'm looking forward to at re:Invent.

I'm also a DevOps Institute Ambassador and regular speaker in national and international cloud conferences. re:Invent is especially close to my heart and it is a great opportunity for community development, collaboration and knowledge sharing. I look forward to meeting you virtually and hearing about the sessions that interest you the most. Please feel free to email me at [biswajit.mohapatra@in.ibm.com](mailto:biswajit.mohapatra@in.ibm.com) or follow me on Twitter @mbiswajit or on LinkedIn at <https://www.linkedin.com/in/biswajitmohapatra/>.

# Biswajit's Top 3 Session Recommendations

## Track: Global Partner Summit

### Session Title:

Deliver a secure digital workplace for your customers

Digital shift accelerated by the pandemic is driving organizations to embrace virtual, contactless operations. Work from anywhere is fast becoming a norm. There is increased demand for secure, virtual and remote digital workplaces. Enterprises need to quickly adapt to this new era in enterprise IT to successfully ride the wave of disruption. This session will be important to know how AWS partners and customers are implementing digital workplace solution facilitated by AWS End User Computing services and what are the best practices, processes, methods and tools to provide seamless remote digital experience to users.

**FEATURED SPEAKER:** [Kristin Escobar, Sr Segment Lead, Digital Workplace, AWS]

## Track: Containers

### Session Title:

Innovate on a hybrid cloud environment with IBM, Red Hat, and AWS (sponsored by IBM)

Innovative solutions which disrupt the status-quo and bring value to customers quickly, are defining features of the virtual, contactless world we live-in today. Hybrid Cloud is pivotal to facilitate this disruptive innovation and enabling accelerated development of NextGen applications leveraging exponential technologies. The hybrid cloud platform, with open innovation and architectural control will drive Digital Transformation journey for organizations with pace and scale. This session will help to understand how organizations can embrace Hybrid Cloud adoption leveraging IBM, Red Hat and AWS technology and industry thought leadership.

**FEATURED SPEAKER:** [Roger Premo, GM – IBM Corporate Strategy, David Farrel GM – Strategic Alliances, IBM]

## Track: Executive Summit

### Session Title:

Connecting the world of tomorrow, today, with 5G edge cloud

5G is going to accelerate digital connectivity and collaboration in the virtual, contactless world. Enterprises are expecting responsive experiences leveraging edge computing and 5G network. Edge computing coupled with 5G network will enable next-generation cloud applications across domains and industries delivering an immersive and augmented experience and will take Industry 4.0 to next level. AWS edge computing services seamlessly provide infrastructure and software moving data analysis and decision-making as close to endpoint as necessary. With 5G and edge computing going mainstream, it will be interesting to understand how 5G and edge computing will drive the future of cloud computing trends.

**FEATURED SPEAKER:** [Srinivasa Kalapala, SVP, Verizon and Dave Brown, Geeta Chaudhary, AWS]

# Biswajit's other Session Recommendations

Track	Session Title
Executive Summit at AWS re:Invent	Creating inclusive workplaces where next-generation talent can thrive
Artificial Intelligence & Machine Learning	From POC to production: Strategies for achieving machine learning at scale
Global Partner Summit (GPS)	Getting to "all-in": Realizing the full potential of the cloud
Executive Summit at AWS re:Invent	Innovation in the face of adversity: New ideas in health
Enterprise/Migration	Identifying and realizing the business value of AWS
Executive Summit at AWS re:Invent	From crisis to opportunity: Rapid innovation for improved citizen services
Architecture	Managing the serverless challenge: Running big data on AWS Lambda
Containers	Improving observability with AWS App Mesh and Amazon ECS

Track	Session Title
Global Partner Summit (GPS)	Accelerate migrations with the ISV Workload Migration Program
Financial Services	JPMC: Migrations at scale through cloud blueprints and automation
Management Tools & Governance	Increase availability with AWS observability solutions
Security Compliance and Identity	AWS security: Where we've been, where we're going
DevOps	Canaries in the code mines: Monitoring deployment pipelines
Blockchain	What's new in Amazon Managed Blockchain
Quantum Computing	Is now the right time to explore quantum computing?
Public Sector	From complexity to clarity: The strategic value of AWS

# Make a Plan





# Building Your 3-Week Agenda

# 1

## 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.

# 2

## Step Two

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

# 3

## 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.



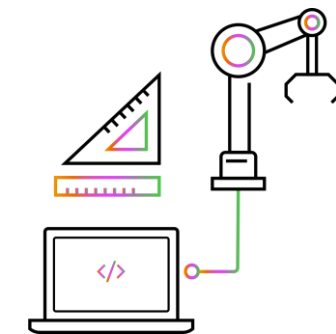
## Startups

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

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- 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