

# AWS re:Invent

**Media & Entertainment Virtual Attendee Guide 2020**



# Welcome!



Hello,

On behalf of the entire AWS M&E Team, **welcome to 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 4-week event across December 2020 and January 2021, 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. The session catalog will be live soon; to find the M&E sessions, just register and select "Media & Entertainment" in the Track filter.

In this guide, we have curated a list of over 25 M&E-focused sessions ([starting on page 7](#)) that cover a broad range of topics including:

- State of the Industry sessions focused on content production, content distribution and content security
- Deep dives into live remote production, B2B delivery, OTT, and AI/ML implementations
- Customer and AWS SMEs working across media workflows with services from AWS Media Services, Machine Learning, Storage, Analytics and many more

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 4-week agenda. Check out the [AWS Media Blog](#) for the most up-to-date information on Media & Entertainment related re:Invent details - new information will be added regularly.

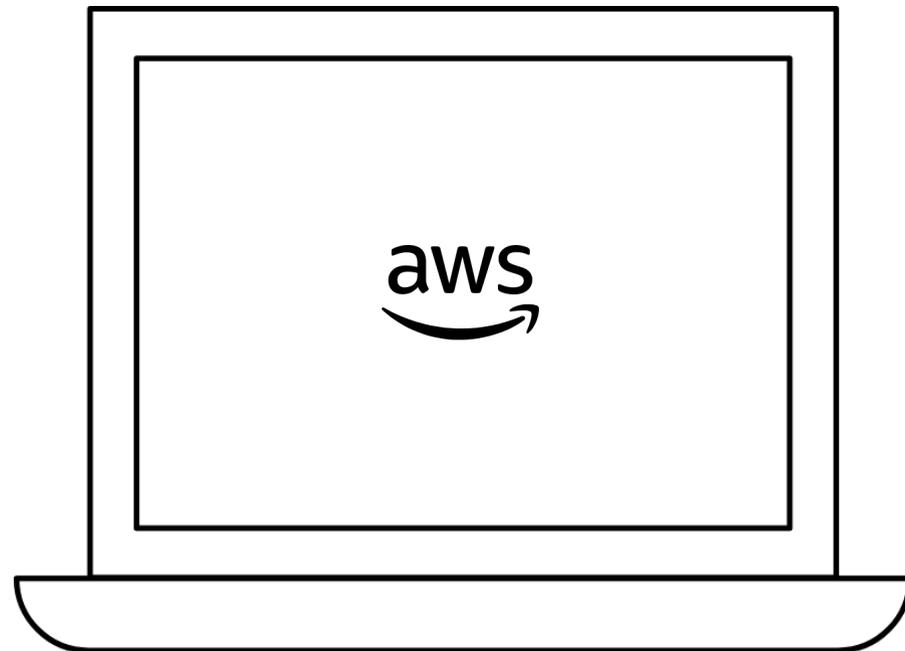
We look forward to seeing you!

**Ben Masek**  
*Global Business Development Lead, Worldwide M&E*

**Marc Aldrich**  
*Director, Global Media & Industrial Verticals*

**Register Now**

# 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](#)

[Chat with an M&E Expert](#)

[Registration](#)

[Content Overview](#)

[Frequently Asked Questions](#)

[Agenda](#)

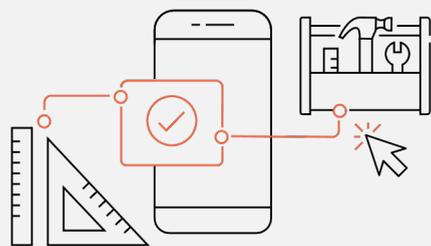
# Learn

**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.**

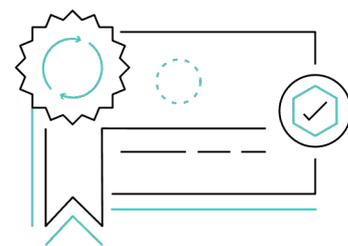


# Learn



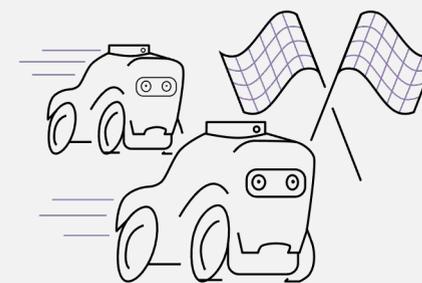
## [SESSIONS](#)

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!



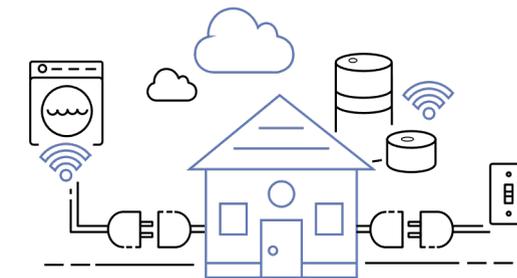
## [TRAINING AND CERTIFICATION](#)

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 welcome (including those with no prior machine learning experience). You can get hands-on with AWS DeepRacer, 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!



# On-demand M&E session recommendations

## State of media content production

MDS201

**FEATURING CUSTOMER SPEAKER FROM METHOD STUDIOS**

Content creators are rapidly enabling production workflows using the cloud to take advantage of lower cost, faster time to market, and the ability for staff to access and create content anywhere in the world. Hear how Method Studios, a VFX company, uses AWS to advance and scale its content production pipeline to create some of the biggest blockbuster films. Learn about state-of-the-art best practices for rapidly and securely deploying AWS Cloud-based content creation workflows, including remote editing on virtual workstations, scale-out rendering and production distribution, and newly released AWS service offerings designed to augment and simplify creative workflows.

[WATCH ON-DEMAND HERE](#)

### FEATURED SPEAKERS:

Konstantin Wilms, WW Tech Leader, M&E – AWS  
Jon Stanley, Head of Systems, Sr Director – Method Studios

## State of media content distribution

MDS202

**FOCUS ON BROADCAST, OTT, VIDEO TRANSPORT**

Digital transformation is accelerating across the media industry. Worldwide, content providers of all sizes are turning to AWS as they reshape their digital strategies. In this session, learn how industry leaders in broadcast and over-the-top media are building the future of content distribution with AWS to optimize costs, accelerate innovation, and unlock new business models. See how new technologies are being deployed, including Amazon Interactive Video Service and AWS Elemental Link, for live broadcast and over-the-top distribution, and explore new solutions for reliable, high-quality video transport.

[WATCH ON-DEMAND HERE](#)

### FEATURED SPEAKER:

Peter Riordan, Head WW Broadcast Go To Market Strategy, M&E – AWS

## State of media content security

MDS203

**FIRESIDE CHAT WITH SECURITY LEADERS FROM FOX, HBO & MGM**

Over the last year, there has been a shift to a remote, dispersed workforce, all while viewers are consuming more media in more ways, which has changed how content is created, delivered, and consumed. In this session, Chief Information Security Officers from HBO Max, Fox, and MGM join an AWS security expert to discuss how the AWS Cloud helps media organizations scale and secure content through the entire supply chain—from the camera to the cloud and then to the customer. Hear these studio and streaming services leaders discuss their experiences with the recent evolution of media security standards and share their thoughts on the future of digital content security.

[WATCH ON-DEMAND HERE](#)

### FEATURED SPEAKERS:

Eric Iverson, CTO, Global M&E Vertical – AWS  
Melody Hildebrandt, EVP Engineering and CISO – FOX  
Brian Lozada, CISO – HBO  
Steve Tran, CISO – MGM



# On-demand M&E session recommendations

## How Disney+ scales globally on Amazon DynamoDB

DAT304

**FEATURING CUSTOMERS SPEAKER FROM**  
DISNEY STREAMING SERVICES

Disney+, one of the largest global online video streaming platforms, was launched in November 2019 as the home of Disney, Pixar, Marvel, Star Wars, and National Geographic. Disney+ delivers its extensive library of digital content directly to the homes of over 60.5 million subscribers, and Amazon DynamoDB is one of the technologies that supports this global footprint. The Content Discovery team behind Disney+ uses DynamoDB global tables to scale and deliver popular features such as Continue Watching, Watchlist, and Personalized Recommendations. Hear from Disney+ about its use cases and learnings from using DynamoDB to meet customers' needs at scale.

[WATCH ON-DEMAND HERE](#)

### FEATURED SPEAKERS:

Mark Roper, Senior Product Manager – AWS  
Attilio Giue, Director of Content Discovery – Disney Streaming Services

## Financial Times

Voice of the Customer

**FOCUS ON**  
AI/ML, PUBLISHING

The Financial Times has always relied on facts and data to deliver the highest-quality journalism to the readers. The data-driven culture has always been part of the company values. In this session, hear the story of the FT's journey from data to insights on AWS.

[WATCH ON-DEMAND HERE](#)

### FEATURED SPEAKERS:

Elena Georgieva, Principal Engineer, Data Platform – Financial Times  
Giuseppe Battista, Solution Architect - AWS

## M&E Year in Review

Industry Live

**FOCUS ON**  
INDUSTRY TRENDS, AWS SOLUTIONS

This session covers 2020 M&E industry trends in content production, broadcast, direct-to-consumer and data science. Learn how the latest AWS services, including media solutions, will help you create content in the cloud, modernize your broadcast and over-the-top distribution, and better engage with your customers.

[WATCH ON-DEMAND HERE](#)

### FEATURED SPEAKERS:

Samira Bakhtiar, Director, Commercial Sales – AWS  
MJ Bailey, T&C Program Manager, APJ - AWS



# On-demand M&E session recommendations

## Virtual workstations for content creation with G4 instances

CMP305

**FOCUS ON**  
VIRTUAL WORKSTATIONS

Virtual workstations on AWS enable studios, departments, and freelancers to take on bigger projects, work from anywhere, and pay only for what they need. Virtual workstations have become essential to creative professionals seeking cloud solutions that enable remote teams to work more efficiently and keep creative productions moving forward. In this session, learn how virtual workstations on AWS function, who is using them today, and how to get started.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Haley Kannall, CG Supervisor II – AWS

## Intentionally failing in production at Amazon Prime Video

BLD203

**FEATURING CUSTOMERS SPEAKER FROM**  
AMAZON PRIME VIDEO

Come along on the journey Amazon Prime Video took preparing for and debriefing from the English Premier League in 2019. Learn how the team created failure scenarios in the production systems (yes, production systems!). Leading up to the event, the team failed nearly 10,000 hosts in dress rehearsals; it was an experience that rapidly skilled-up the organization and gave the team some great learning opportunities. Learn how the team terminated hosts, injected latency, and created errors in dependencies. The strategies and approaches shared in this session are broadly applicable

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Andrew Collins, Senior Manager, Engineering – Amazon Prime Video

## Accelerating outcomes and migrations with Savings Plans

CMP204

**FEATURING CUSTOMER SPEAKER FROM**  
COMCAST

Savings Plans is a flexible pricing model that allows you to save up to 72 percent on Amazon EC2, AWS Fargate, and AWS Lambda. Many AWS users have adopted Savings Plans since its launch in November 2019 for the simplicity, savings, ease of use, and flexibility. In this session, learn how many organizations use Savings Plans to drive more migrations and business outcomes. Hear from Comcast on their compute transformation journey to the cloud and how it started with RIs. As their cloud usage evolved, they adopted Savings Plans to drive business outcomes such as new architecture patterns.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKER:**

Pranesh Ramalingam, Principal Product Manager – AWS  
Anthony Tambasco, Manager, Cloud Economics – Comcast



# M&E Session Recommendations

## Distributed machine learning for digital and TV ad serving ADM302

**FEATURING CUSTOMER SPEAKER FROM  
FREEWHEEL**

In this session for technology leaders, data scientists, and machine learning (ML) engineers, discover how Comcast FreeWheel analyzes billions of ad serving records with AWS to predict advertising inventory for digital and linear TV. Join this session for an insider view of FreeWheel's cloud-based ML pipeline for ad inventory that handles long-range time-stream data across audience segments, geographies, and media, and see how FreeWheel built an end-to-end training pipeline cost-effectively with AWS. Take away best practices on cloud services, compute optimization, pitfalls to avoid, challenges common to inventory prediction. Also, learn about the unique ML solutions FreeWheel developed to solve them.

[WATCH ON-DEMAND HERE](#)

### **FEATURED SPEAKERS:**

Yubo Wang, Senior Developer Advocate – AWS  
Lei Wu, Senior Software Engineer – FreeWheel

## Live content production on the AWS Cloud MDS204

**FEATURING CUSTOMERS SPEAKER FROM  
GRASS VALLEY**

The AWS Cloud is liberating broadcasters, sports federations, and OTT companies from onerous and inflexible CapEx models while maintaining reliable operations. AWS allows media organizations to scale up live production operations for major events like elections and Olympics, and scale down during the sports off-season or production hiatus. Live production in the cloud also allows for new forms of innovation by completely de-coupling product and content features from hardware refresh lifecycles. In this session, learn how a seasoned broadcast solutions provider, Grass Valley, is using AWS cloud to enable live productions of almost any scale, complexity, and genre, at the touch of a button. You'll also hear about how AWS is developing new technologies to enable live video operations in the AWS cloud.

[WATCH ON-DEMAND HERE](#)

### **FEATURED SPEAKERS:**

Claire Southey, Cloud Transformation Specialist – AWS  
Mike Cronk, VP, Advanced Technology – Grass Valley  
Claudia Souza, Director, Global Business Development – Grass Valley

## Innovate, enhance, and secure OTT and B2B video delivery MDS205

**FEATURING CUSTOMER SPEAKER FROM  
PBS**

The world of content contribution and distribution is changing, and AWS is helping people solve the latest challenges. Whether the use case is one-to-many or many-to-one, AWS provides solutions custom built for media content. This session explores two use cases, one highlighting multisite contribution feeding centralized distribution and another focused on highly secure centralized contribution to multiple sites. Learn how the ease, flexibility, scalability, and security of AWS enables advancements for modern content contribution and distribution.

[WATCH ON-DEMAND HERE](#)

### **FEATURED SPEAKERS:**

Ashley Cutler, Product Manager, Media Solutions – AWS  
Matthew R. Norton, Senior Director of Technology – PBS



# M&E Session Recommendations

## How Sony Interactive Entertainment renders with AWS GAM304

**FEATURING CUSTOMER SPEAKER FROM**  
SONY INTERACTIVE ENTERTAINMENT

Sony Interactive Entertainment (SIE) Worldwide Studios is a diverse network of highly successful and passionate game development studios and support functions, responsible for creating some of the world's most well-known PlayStation games. In this session, SIE Cloud Infrastructure Project Manager Asghar Nisar and Engineer Andy Taylor share how SIE is modernizing its existing infrastructure to remotely render visual images and effects using AWS. See how AWS Thinkbox Deadline Amazon EC2 G4 and P3dn graphics instances can be used to assist artists in spending more time iterating on creative work rather than waiting for rendering workloads to complete.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Peter Heneback, Sr. Solutions Architect – AWS  
Asghar Nisar, Cloud Infrastructure Manager – Sony Interactive Entertainment  
Andy Taylor, Cloud Infrastructure Engineer – Sony Interactive Entertainment

## Empowering users with natural language search MDS206

**FEATURING CUSTOMER SPEAKERS FROM**  
DOW JONES

Content creators face the ever-increasing challenge of cataloging content in a way that is easily accessible by users. Providing content relevant to a user's search from vast archives of content requires a system that automatically provides the best match from the most relevant content. Using the Amazon Kendra machine learning service, the Wall Street Journal created Talk2020, a tool that allows users to query thousands of transcripts from speeches and media appearances with natural language searches. Learn the challenges the team overcame and how working with AWS enabled them to offer an innovative, easy-to-use customer experience that was previously not possible.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Sheri Moran, Principal Global Accounts SA – AWS  
Ramin Behesti, CTO – Dow Jones

## How Disney+ deploys globally with Amazon ECS CON222

**FEATURING CUSTOMER SPEAKER FROM**  
DISNEY STREAMING SERVICES

Hear how Disney+ empowered developers to scale globally using Amazon ECS to bring you your favorite Disney classics and brand new originals. This session covers the best practices that Disney+ uses to empower developers to build applications with minimal infrastructure toil. See how you can use Amazon ECS at massive production scale to make your developers' workflow simpler so that all they need to worry about is where to push the code. Finally, get a brief look at an abstraction layer on top of Amazon ECS that combines ALB, cluster scaling, application scaling, and robust health checking to enable simple and safe deployments.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Justin Garrison, Senior Developer Advocate – AWS  
Zach Bintliff, Engineering Manager, Developer Productivity – Disney Streaming Services



# M&E Session Recommendations

**Which episode? Using AI to streamline media content operations**  
AIM318

**FEATURING CUSTOMER SPEAKER FROM**  
PBS

Reviewing, searching, and analyzing image and video content at scale remains a top challenge for organizations in media and entertainment. In this session, dive into the most common problems facing these organizations, from enhancing the viewer experience by streamlining operational and compliance media tasks, to more effectively monetizing content and optimizing content archives. Learn how companies are using Amazon Rekognition and Amazon Rekognition Custom Labels to build features such as deep content search, content monetization through sponsorship analysis, brand safety checks, and automated ad insertion to get more out of their content archives.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Prasad Sristi, Principal Product Manager – AWS  
Martin Zapletal, Director, Software Engineering – Disney Streaming Services

**Accelerating next-generation user direct-to-consumer experiences**  
MDS207

**FEATURING CUSTOMERS SPEAKER FROM**  
PEACOCK

To captivate audiences, media enterprises have to remain nimble in the face of change to deliver innovative experiences that leverage their unique content libraries and technology assets. In this session, learn how NBCUniversal worked with AWS to design, implement, operate, and accelerate the launch of its successful Peacock streaming service.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKERS:**

Gil Yanku, Senior Solutions Architect – AWS  
Keith Davidson, Senior Technology Leader – peacock  
Colin Innes, Head of Group Reliability Engineer – peacock

**FOX: Uncompressed live sports in the cloud**  
MDS208

**FEATURING CUSTOMER SPEAKER FROM**  
FOX

FOX and AWS are continuing to innovate the way live television is created and distributed in the cloud. Now a year into their strategic collaboration agreement with AWS, FOX dives into how they use AWS Media Services to create adaptable, elastic, and efficient workflows. FOX will share lessons it has learned as pioneers moving the television technology industry forward and will give insight into what FOX is working on next.

[WATCH ON-DEMAND HERE](#)

**FEATURED SPEAKER:**

Evan Statton, Principal Architect, M&E – AWS  
Joel Williams, VP of Architecture & Engineering – FOX



# Additional M&E-Related Sessions

## SESSION TITLE

## TRACK

[Using Amazon Transcribe to make content searchable and accessible](#)

**AI/ML**

[Deliver viewing experiences for super fans with Amazon Personalize](#)

**AI/ML**

[Virtual workstations for content creation with G4 instances](#)

**COMPUTE**

[Digital transformation: Attributes of a 21st-century agile organization](#)

**ENTERPRISE**

[Untangling multi-account management with ConsoleMe](#)

**NETFLIX**

[Simplifying delivery as code with Spinnaker and Kubernetes](#)

**NETFLIX**

[Epic Games supports creators through COVID with Unreal and AWS](#)

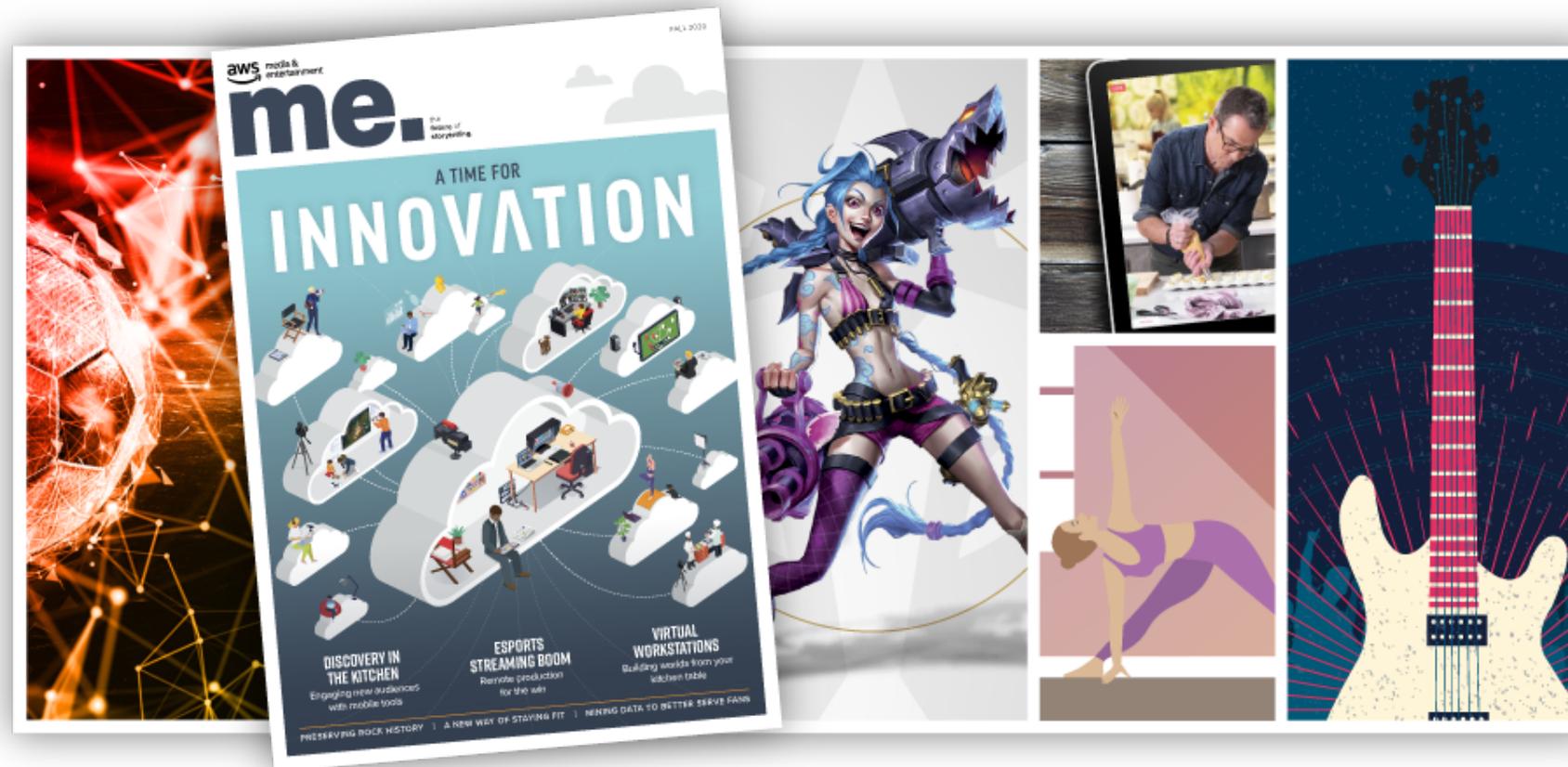
**GAMES/GAME TECH**

[Designing better ML systems: Learnings from Netflix](#)

**OPEN SOURCE**

# Can't wait to learn what M&E companies are doing on AWS?

[Issue 2 of me. Magazine](#) is now available! Learn how AWS customers, including Food Network Kitchen, FOX, Riot Games, and Rock & Roll Hall of Fame, use the cloud to create innovative and engaging services for their viewers, while also improving the scalability and reliability of their business operations.



# Keynotes

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



# Andy Jassy Keynote

Andy Jassy, CEO, Amazon Web Services, takes the virtual stage to share his insights and the latest news about AWS customers, products, and services.

[Watch on-demand here](#)





# AWS Partner Keynote

with Doug Yeum,  
Sandy Carter, and  
Dave McCann

Don't miss the 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.

[Watch on-demand here](#)



# Machine Learning Keynote

with Swami  
Sivasubramanian

Join Swami Sivasubramanian, Vice President, Amazon Machine Learning, for the first-ever Machine Learning Keynote. Hear how AWS is freeing builders to innovate with the latest developments in AWS machine learning, demos of new technology, and insights from customers.

[Watch on-demand here](#)



# Infrastructure Keynote

with Peter DeSantis

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 businesses a competitive edge.

[Watch on-demand here](#)



# Werner Vogels Keynote

Vice President and CTO of Amazon.com

Join Dr. Werner Vogels, VP and CTO, AWS, 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.

[Watch on-demand here](#)



# 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 - 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.

# 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.



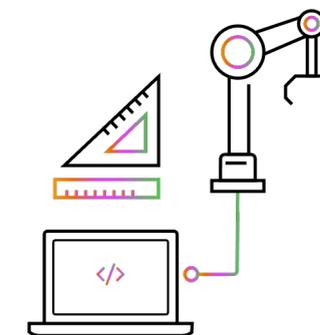
## Startups

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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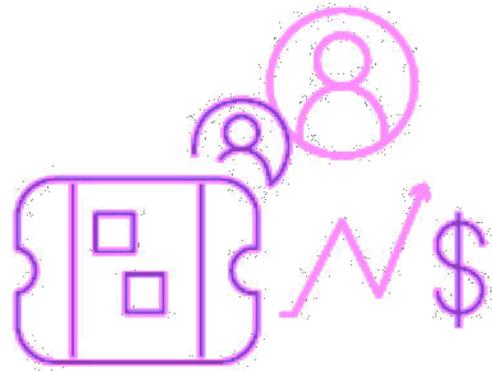
- Register for re:Invent
- Visit [reinvent.aws.com](https://reinvent.aws.com) to stay up-to-date on announcements
- Connect with my AWS account team
- Add the [5 Keynotes](#) to my agenda
- Add the [18 Leadership Sessions](#) to my agenda
- Favorite the [learning sessions](#) of interest to me
- Review 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](#)

# Contact the Team



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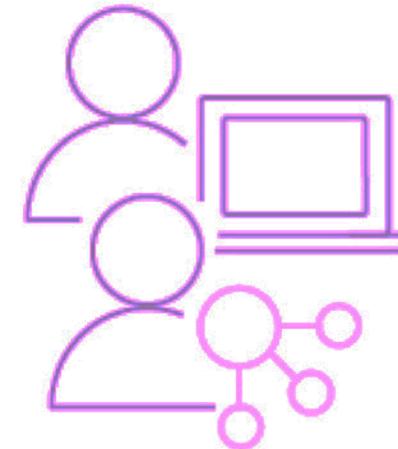
If you'd like to arrange a meeting with one of our M&E AWS subject matter experts, please reach out to your account teams to coordinate.



**Business development** and marketing leaders.



**Service team experts** in content production, supply chain, and content distribution.



**Solutions Architects** and **Professional Services** who have helped hundreds of customers implement media workflows.