

AWS
re:Invent

NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

AWS Communication Developer Services (CDS) Attendee Guide

For customers and partners of:

Amazon Pinpoint

Amazon Simple Email Service (SES)

Amazon Chime SDK

Introduction

Thank you for attending re:Invent, our annual user conference. By attending in Las Vegas, you will be among 50,000 peers, thought leaders, and AWS experts, ready to share our innovations and ideas with the world.

We look forward to welcoming you for a week of excitement.

Sincerely,
Communication Developer Services
AWS



Event overview

AWS re:Invent is the most comprehensive event of the year that AWS hosts. It's the fastest way to learn about AWS and sharpen your skills. Our vibrant, inspiring cloud community can't wait to meet you.





Keynotes

The most important cloud announcements of the year happen at re:Invent. Be there for big news and product launches that will change the cloud landscape, and then learn how to apply new innovations to your own business.

Hear from top AWS leaders and from big-name customers who will share inspiring stories focusing on the AWS technologies that supported their successes. Check the re:Invent website for the latest schedule and speaker information.

[Learn more](#)

Leadership sessions

Gain valuable new perspectives on a range of cloud computing topics from visionary AWS leaders. Leadership sessions are 60-minute deep dives on everything from analytics to containers, security, and beyond.

Browse the full list of leadership sessions and fill any holes in your schedule. You may just find that “aha!” moment. You can get the most up-to-date schedule on the re:Invent website.

[Learn more](#)



AWS APPLICATIONS

Dilip Kumar and Diego Pantoja-Navajas

Vice President, AWS Applications
Vice President, New Products - Applications



DIVERSITY, EQUITY & INCLUSION

Candi Castleberry

Vice President, Global Diversity, Equity, and Inclusion (DEI), Amazon



AWS STORAGE

Mai-Lan Tomsen Bukovec

Vice President, Object Storage, Monitoring and Observability, Messaging and Streaming Services



AWS PUBLIC SECTOR

Max Peterson

Vice President, AWS Worldwide Public Sector

Session types



BREAKOUT SESSIONS

AWS re:Invent breakout sessions are lecture-style and one hour long. These sessions take place across the re:Invent campus and cover all topics at all levels (200–400). For our virtual attendees, breakout sessions will be available as on-demand video.



WORKSHOPS

Workshops are two-hour hands-on sessions where you work in teams to solve problems using AWS services. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.



CHALK TALKS

Chalk talks are a highly interactive content format with a small audience. Each begins with a short lecture delivered by an AWS expert (10–15 minutes) followed by a Q&A session with the audience (45–50 minutes).



BUILDERS' SESSIONS

These are 60-minute small group sessions with up to six attendees and one AWS expert per table, who is there to answer questions and provide guidance. It's just you, your laptop, and the AWS expert.

Recommendations

Personalized recommendations for you at re:Invent 2022.



Business Applications Leadership Session

LEADERSHIP SESSION

Build intelligent businesses through cloud applications

From contact center to secure cloud communications, AWS continues to move up the stack with purpose-built services that solve organizations' hardest problems through machine learning and AI. AWS now provides over a dozen flexible, intelligent, and easy-to-use business applications that improve customer service, employee communications, and remote work. Join Dilip Kumar, VP of AWS Applications, and Diego Pantoja-Navajas, VP of New Products for AWS Business Applications, to learn about new productivity and insight features in AWS's cloud contact center service, Amazon Connect, and other new AWS services.

Dilip Kumar, VP AWS Applications
Diego Pantoja-Navajas, VP/GM New Products

[Learn more](#)



AWS Communication Developer Services (CDS) Breakout Session

BREAKOUT SESSION

Predicting communication engagement with ML

Engagement with your product's communications directly impacts customer satisfaction, revenue, growth, and retention. In this session, learn how AWS Communication Developer Services (CDS) apply ML and AI to improve user engagement rates in email, SMS, push notifications, telephony, audio, and video. Explore how building a multichannel architecture can yield deep insights into user habits and preferences. Hear how leading AWS customers apply CDS to their own challenges. This session is tailored for chief marketing officers, chief product officers, chief innovation officers, marketing technologists, and communication builders.

Presenters: Sid Rao

[Learn more](#)



Sid Rao, GM Amazon Chime SDK, AWS

Join us **Tuesday, Nov 29** for a Customer and Partner Happy Hour

AWS re:Invent

Communication Developer Services Happy Hour

November 29, 2022 | 4:30 – 6:30pm

Location:

Vice Versa Lounge

Vdara Hotel & Spa, 2600 W Harmon Ave, Las Vegas, NV 89158

[Contact for Invitation](#)



CDS Sessions by Channel / Service

Session ID	Title	Speaker(s)
Email (Amazon Simple Email Service)		
BIZ306	Improve inbox deliverability with innovation from Amazon SES	Matthew Strzelecki, Email Deliverability Manager, AWS Vinay Ujjini, Solutions Architect, AWS
Messaging and Orchestration through SMS, Push, In App (Amazon Pinpoint)		
BIZ301	Successfully engage customers using Amazon Pinpoint's SMS channel	Pavlos Ioannou Katidis, Specialist Solutions Architect, AWS Meng Kang, Pinpoint Product Manager, AWS
BIZ309	Integrate AI and ML into customer engagement	Vinay Ujjini, Solutions Architect, Amazon Hamza Rauf, Senior Product Manager, AWS
Voice + Video (Amazon Chime SDK)		
BIZ307	Use AI to live transcribe and translate multiparty video calls	Court Schuett, Developer Advocate, AWS Christopher Lott, Sr. Solutions Architect, AWS

CDS Sessions by Session Format

Session ID	Title	Speaker(s)
CHALK TALKS		
BIZ301	Successfully engage customers using Amazon Pinpoint's SMS channel	Pavlos Ioannou Katidis, Specialist Solutions Architect, AWS Meng Kang, Pinpoint Product Manager, AWS
BIZ309	Integrate AI and ML into customer engagement	Vinay Ujjini, Solutions Architect, Amazon Hamza Rauf, Senior Product Manager, AWS
BIZ306	Improve inbox deliverability with innovation from Amazon SES	Matthew Strzelecki, Email Deliverability Manager, AWS Vinay Ujjini, Solutions Architect, AWS
WORKSHOPS		
BIZ307	Use AI to live transcribe and translate multiparty video calls	Court Schuett, Developer Advocate, AWS Christopher Lott, Sr. Solutions Architect, AWS

Other Can't Miss Sessions:

Session ID	Title	Session Type
AIM203	Boost user engagement with Amazon Personalize	Breakout Session
PRT305	Reimagining clinical engagement using Amazon Connect (sponsored by Deloitte)	Breakout Session
DEI208	Engaging priority communities in population health campaigns	Breakout Session
AIM312	Build a custom recommendation engine in 2 hours with Amazon Personalize	Workshop
BIZ304	Transform cross-channel customer engagement with Amazon Connect	Chalk Talk
AIM318	Taking personalization to the next level with Amazon Personalize	Chalk Talk
CPG201	Launching personalized delivery with AWS	Chalk Talk

Make a plan

Prepare for your time onsite in Las Vegas and make a plan to get the most out of re:Invent.





Pro tips

- Be sure to watch the leadership sessions that are most relevant to your areas of interest to get the most strategic updates.
- Check out breakout sessions to find AWS Partners and customers directly speaking about their real-world experiences of using AWS products and services.
- Think about topics that are currently mission critical to your team, and topics you're interested in learning more about.
- Make an extensive list of sessions to watch! Favorite lots of sessions so when reserved seating goes live, you have lots of options.
- Be sure to catch all the keynotes, since that's where you'll catch the biggest AWS launches.

Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.



EXPO

Learn from AWS experts and partners. The Expo at The Venetian will host the AWS Village, AWS Partner Network booth, AWS Marketplace booth, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!



CONTENT HUBS

Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.



LABS

Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you're just starting out or honing your technical skills, learn by doing with labs.

Reserved seating

Book your spot at your favorite sessions at re:Invent in Las Vegas.



RESERVED SEATING WALKTHROUGH

Navigate to the session catalog

After logging in to the attendee portal, select the side navigation and select **Event > Sessions**.



The screenshot shows the AWS Events portal interface. The browser address bar displays the URL: `portal.awsevents.com/events/reInvent2021/dashboard/event/sessions`. The page title is "AWS Events". A sidebar on the left is titled "AWS re:Invent 2022" and contains a navigation menu with the following items: "Event", "My calendar", "Sessions" (highlighted in orange), "Registration information", and "Payment". Below the menu are links for "Contact us" and "AWS Code of Conduct". A pink arrow points from the "Sessions" menu item to the main content area. The main content area features a header with the "AWS re:Invent" logo and a breadcrumb trail: "AWS re:Invent 2022 > Event > Sessions". The main heading is "Sessions", with tabs for "All sessions" (selected), "My favorites", and "My reservations". A search bar is present with the placeholder text "Search sessions by keyword". Below the search bar, it indicates "Showing 25 of 881 sessions". There are two filter panels: "Cost" with options for "Paid sessions" and "Free sessions", and "Days" with an option for "Monday". On the right side, a featured session card is visible, titled "15 years of AWS with J..." (BOA201), with a star icon and a brief description.

RESERVED SEATING WALKTHROUGH

Using catalog filters

When viewing the session catalog, the left sidebar shows a variety of filters you can use while browsing. Filters include price, day of week, difficulty level, session type, topic, AWS service, and industry.

AWS re:Invent 2022 > Event > Sessions

Sessions

All sessions

My favorites

My reservations

Showing 25 of 881 sessions

▼ Cost

- Paid sessions
- Free sessions

▼ Days

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

▼ Session level

- 100 - Foundational
- 200 - Intermediate
- 300 - Advanced
- 400 - Expert

▼ Session type**★ 15 years of AWS with Jeff Barr**

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and in this breakout session, have a chat with him about how AWS customers keep surprising us with their amazing projects and shares lessons on how to best build on AWS. Last but

Session type: Breakout Session
Topics: BuildOn.AWS
Session level: 200 - Intermediate
Job Role: Developers, Architect

★ 5 ways to stay on top of your cloud learnBOA202-R1 [Repeat](#)

No matter what project you're building, as a developer, you learn, experiment, and build on AWS while keeping your code to discover AWS and start working with its foundational services to optimize your learning experience in the cloud.

Session type: Chalk Talk
Topics: BuildOn.AWS

RESERVED SEATING WALKTHROUGH

Using catalog search

At the top of the session catalog, there is a search bar where you can enter text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.

AWS re:Invent 2022 > Event > Sessions

Sessions

All sessions

My favorites

My reservations

Showing 25 of 881 sessions

▼ Cost

- Paid sessions
- Free sessions

▼ Days

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

▼ Session level

★ 15 years of AWS

BOA201

Amazon S3 and Amazon...
this breakout session...
customers keep surpr...
and shares lessons on...

Session type: Breakout**Topics:** BuildOn.AWS**Session level:** 200 - Intro**Job Role:** Developers, A...

★ 5 ways to stay

RESERVED SEATING WALKTHROUGH

Favoriting and un-favoriting a session

When viewing the session catalog, sessions shown in the results have star icons. Select the star to mark it as a favorite. To un-favorite it, simply select the star again.



ations



15 years of AWS with Jeff Barr

BCA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP of this breakout session, have a chat with him about how AWS was born, how customers keep surprising us with their amazing projects. Along the way, and shares lessons on how to best build on AWS. Last but not least, go

Session type: Breakout Session

Topics: BuildOn.AWS

Session level: 200 - Intermediate

Job Role: Developers, Architect

RESERVED SEATING WALKTHROUGH

Reserving a session

For events with reserved seating, and seats available, the button on the session card will display **Reserve a seat**.

For sessions with a price, the button will say **Buy for . . . (the price)**. Selecting the **Buy** button will open the purchase form where you can complete your transaction. Once the transaction is complete, that session will display on your reservations list.



A practical guide to building an industrial data lake on AWS

MFG301

Analyzing the massive quantities and types of data generated in an industrial setting can enable effective into production optimization opportunities. An industrial data lake is foundational to help manage and st insights for their factory digital transformation efforts. This chalk talk walks through the steps to building industrial customer.

Session type: Chalk Talk

Topics: Manufacturing

Session level: 300 - Advanced

[Reserve a seat](#)Date
Time
Loca

AWS Cloud Technical Essentials (option 1)

TNC101-R2 Repeat

This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fun security. It also explores concepts that increase your understanding of AWS services, so you can make mor apply highly available, fault-tolerant, scalable, and cost-effective cloud solutions.

Session type: Bootcamp

Topics: Training and Certification

Session level: 100 - Beginner

[Buy for \\$1.00](#)Date
Time
Loca

Useful resources

Stay up to date with the app and keep your checklist squared away to stay prepared.



Mobile app

The AWS Events mobile app is your companion in planning and navigating your re:Invent experience.

- Explore the sessions, experts, and exciting new services and features that will be available at re:Invent
- Plan your experience by adding sessions of interest to your planner
- Get updates on the latest content, speakers, and services added to the catalog
- Complete session survey questions and provide feedback
- View a map of the re:Invent campus
- Get notifications for activities happening throughout the event



More useful resources

Agenda

Browse the agenda for a high-level view of everything happening this year at re:Invent.

[Browse the agenda](#)

How to re:Invent

Everything you need to know about how to re:Invent. Insider tips, planning advice, and interviews with re:Invent experts. Stay tuned for more episodes on the road to re:Invent!

[Watch now](#)

Got questions?

Get all the information you need on topics such as health and safety, registration, accessibility, and much more.

[FAQs](#)

Your re:Invent checklist

- ✓ Register for re:Invent, book your hotel, book your travel reservations, upload your badge photo
- ✓ Visit the [re:Invent website](#) to stay up to date on announcements
- ✓ Add all five [keynotes](#) to your agenda
 - Pro tip:** This is where you'll catch the biggest AWS launches
- ✓ Add your favorite Leadership sessions to your agenda
- ✓ Get ready for reserved seating: favorite the learning sessions of interest to you
- ✓ Familiarize yourself with sponsors in the [Expo](#), along with the Expo map
- ✓ If you're attending with a team, connect with your colleagues to plan how to maximize the learnings
 - Pro tip:** Don't forget to find time to reconvene with your team and debrief on everyone's experiences
- ✓ Check out the [community](#) activities and add them to your agenda
- ✓ Watch all the [How to re:Invent](#) episodes to prepare for the week
- ✓ Follow AWS on Instagram, Facebook, LinkedIn, and Twitter

Thank you



Any feedback/suggestions?

Please email us at reinventsalesupdates@amazon.com

