

The logo for AWS re:Invent, featuring the word "AWS" in a smaller font above "re:Invent" in a larger, bold font. The background is a vibrant gradient of purple, blue, and orange, with abstract glowing lines and shapes.

AWS  
re:Invent

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

# Enterprise Strategy

## Attendee Guide

# Welcome

We are excited to welcome you to re:Invent 2022. With over 1,000 sessions including keynotes and leadership sessions, you will come away with more insights, knowledge and best practices than you thought possible!

This guide details the sessions designed specifically for business and technology leaders delivered and recommended by AWS Enterprise Strategists – former CIOs, CTOs, and executives from large enterprises who have personally driven a cloud journey to AWS. Enterprise Strategists work alongside customer executive teams to share experiences and strategies to increase speed and agility, drive innovation, and create new operating models using the cloud to enable a greater focus on their customers.

This guide also includes tips and tricks provided directly from re:Invent alumni, teams, and staff to help you get the most out of your time at the show.

Be sure to keep an eye on the AWS Executive Insights [blog](#) and [LinkedIn group](#) leading up to the event, where you will find up-to-date information on all Enterprise Strategist activities at re:Invent.

## Ishit Vachhrajani

Global Head of Enterprise Strategy, AWS



*AWS re:Invent is the most comprehensive event AWS hosts each year. 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.

[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](#)

# Session types



## Breakouts

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.

# Learning & networking opportunities

There are many additional opportunities across the re:Invent campus to meet new people and learn skills along the way.



## 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!



## Gamified Learning

Level up your AWS skills by joining our fun, interactive learning events. We're offering four gamified learning opportunities at re:Invent: AWS GameDay, AWS GameDay Quest Fest, AWS Jam, and AWS Jam Lounge, where you can win prizes and compete to top the leaderboard.



## re:Play

If you still have gas in the tank after a long week of learning, it's party time. Our 11th annual re:Play party will have two stages, one with DJs and one with live bands, performing all night.

# Breakout sessions

Each of these 60 minute breakout sessions are tailored toward both business and IT leaders. With top of mind topics including: cloud strategy, transformation, re-skilling across the organization, culture, leadership, and security – as well as real-world use cases from customers – these sessions contain essential information for your own cloud journey.

## ENT 219

[Everybody wins: Real-world business value for CIOs and CFOs with the cloud](#)

Monday 5:30pm – 6:30pm  
Venetian, Lido 3106

In this session, hear about first-hand experience and lessons learned from personal cloud journeys of executives going all in with AWS, including where you really find business value in the cloud, how you can realize that value, and how to build a successful business case that will provide a win for finance, IT, and ultimately your entire organization.

### Speakers

Chris Hennesey, Director, Enterprise Strategist, AWS  
Jake Burns, Director, Enterprise Strategist, AWS



## ENT 217

[Learning at the speed of cloud: Turning employees into entrepreneurs](#)

Tuesday 11:45am – 12:45pm  
Wynn Encore, Encore Ballroom 2

Find out why learning agility is at the heart of digital transformation and why it can be a powerful measure of your organization's future success. Learn about patterns and approaches that can help you create the time and momentum to reskill your entire organization so you can capitalize on the potential of the cloud.

### Speakers

Phil Le-Brun, Director, Enterprise Strategist, AWS  
Luc Hennekens, Director, Enterprise Strategist, AWS



# Breakout sessions

## ENT 228

[Succeeding in economies of speed - Rethinking your levers](#)

Wednesday 3:15pm – 4:15pm  
Wynn Encore – Encore Ballroom 2

When leaders look to change their organization, they often begin with restructuring, defining new processes and guidelines, or granting exceptions to innovation units. However, transformation isn't just about doing existing things better; it's foremost about doing things differently. This session highlights why transformation is different from any other project and challenges you to rethink your levers for change.

### Speaker

Miriam McLemore, Director, Enterprise Strategist, AWS



## ENT 218

[The architect elevator: Connecting the boardroom and IT](#)

Wednesday 5:30pm – 6:30pm  
Wynn Encore – Lafite 5

Today's successful leaders forge a tight connection between an organization's strategy, its technology choices, and its operational capabilities. This session redefines the role of the architect for the modern enterprise and teaches technology leaders and architects how they can form a fruitful alliance across the levels of their organization.

### Speaker

Gregor Hohpe, Director, Enterprise Strategist, AWS



## ENT 220

[Shipping securely: How strong security can be your strategic advantage](#)

Thursday 2:00pm – 3:00pm  
Wynn Encore – Lafite 5

Organizations turn to digital transformation initiatives and use the AWS Cloud to increase agility, drive innovation, and improve efficiencies. This session covers how high-performing organizations, including AWS, develop the culture, mechanisms, and organizational constructs that allow for increased velocity and execution while maintaining a high bar for security and compliance.

### Speaker

Clarke Rodgers, Director, Enterprise Strategist, AWS



# Chalk talks

These two chalk talks focus on talent management and how to accelerate migration. Chalk talks are highly interactive sessions providing you the ability to network, discuss and debate with the presenter and your peers.

Each chalk talk begins with a short presentation (10-15 minutes), followed by a 45-50 minute Q&A session for up to 60 attendees.

## ENT 231

[Becoming an organization that attracts top talent](#)

Thursday 2:45pm – 3:45pm  
Caesars Forum - Alliance 305

Successful cloud transformations require highly skilled people, but cloud skills are in high demand and the market for these skills is competitive. In this chalk talk, learn how leaders successfully recruit, develop, and retain top talent to drive digital transformation using the cloud, including how they're motivating and reskilling existing employees to maximize the untapped potential in who they already have. Using real-world examples, explore what's working and what isn't and how you can apply the lessons learned to create high-performing organizations that deliver results.

### Speaker

Jake Burns, Director, Enterprise Strategist, AWS



## ENT 232

[Accelerating your migration journey](#)

Thursday 4:15pm – 5:15pm  
Caesars Forum - Summit 221

This chalk talk dives deep into how to accelerate your cloud migration and establish the foundation needed to optimize and modernize. It details how to use the 7 Rs migration decision model to show the value of migration and modernization while leveraging our lessons learned from large-scale cloud migrations. It also covers how to carry out a migration while ensuring that stakeholders and technical teams understand how digital competencies will help the business remain competitive.

### Speakers

Jonathan Allen, Director, Enterprise Strategist, AWS  
Mary McDaniel, Area Practice Manager, AWS





# Additional recommended sessions for enterprises

<a href="#">ENT213</a>	How to migrate, modernize, and grow using the AWS Migration Acceleration Program	<a href="#">ENT 226</a>	Enterprise transformation: Develop capabilities to help drive corporate strategy
<a href="#">ARC207</a>	Modern cloud applications. Do they lock you in?	<a href="#">COP203</a>	Manage and control your AWS costs
<a href="#">COP313</a>	How Goldman Sachs flipped the cloud center of excellence on its head	<a href="#">DAT211</a>	How Capital One accelerates innovation with AWS databases
<a href="#">FSI317</a>	Trading up: Fidelity Investments takes trading to the cloud	<a href="#">TLC303</a>	Verizon Connect transformation through their journey to the cloud
<a href="#">INO102</a>	Amazon's culture of innovation	<a href="#">SVS301</a>	Refactoring to Serverless
<a href="#">HYB311</a>	How to simplify your hybrid cloud migration strategy with AWS	<a href="#">WPS205</a>	Lessons learned from IT modernization and transformation
<a href="#">ENT216</a>	How NextGen Healthcare uses AWS to deliver better services	<a href="#">ENT325</a>	Migrating to the cloud: What is the cost of doing nothing?
<a href="#">COP209</a>	Automate to thrive: An evolutionary approach to operating in the cloud	<a href="#">FSI308</a>	Chase International: Always-on customer experience at scale
<a href="#">API308</a>	Still integrating or already building distributed applications?	<a href="#">INO203</a>	Emotional intelligence can supercharge innovation
<a href="#">HYB201-L</a>	AWS wherever you need it (Leadership session)	<a href="#">AIM217-L</a>	Innovate with AI/ML to transform your business
<a href="#">COP224-L</a>	Transform with AWS Cloud Operations: From vision to reality	<a href="#">WPS208-L</a>	Building for a better future: Agility, speed, and security (Leadership session)

# 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

# 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 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 attendee 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 navigation menu is visible on the left, with the following items: "AWS re:Invent 2022" (with a close button), "Event" (expanded), "My calendar", "Sessions" (highlighted with a pink arrow), "Registration information", and "Payment". Below the sidebar, there are links for "Contact us" and "AWS Code of Conduct". The main content area features a large banner with the "AWS re:Invent" logo. Below the banner, the breadcrumb navigation shows "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". A featured session card is visible on the right, titled "15 years of AWS with J BOA201", with a description: "Amazon S3 and Amazon EC2 are this breakout session, have a chance to see how our customers keep surprising us with their use cases and shares lessons on how to best use AWS services." The session type is listed as "Breakout Session".

## 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 predictive maintenance, improved production forecasting, improved production optimization opportunities. An industrial data lake is foundational to help manage and store structured and unstructured data, enabling industrial organizations to gain valuable insights for their factory digital transformation efforts. This chalk talk walks through the steps to building an industrial data lake on AWS with a sample reference architecture for an industrial customer.

Session type: Chalk Talk  
Topics: Manufacturing  
Session level: 300 - Advanced

Date: Tuesday, November 30  
Time: 10:00 AM - 11:00 AM  
Location: BoulevardBallroom 169, MGM

[Reserve a seat](#)

## ★ AWS Cloud Technical Essentials (option 1)

TNC101-R2 Repeat

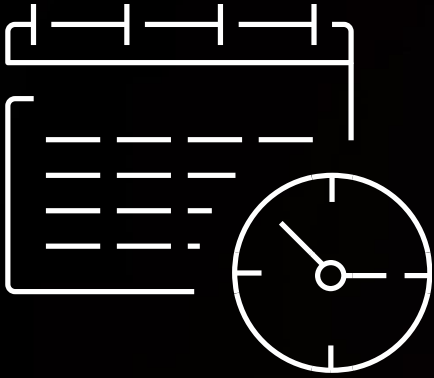
This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fundamental AWS concepts related to compute, database, storage, and security. It also explores concepts that increase your understanding of AWS services, so you can make more informed business decisions. Throughout the bootcamp, learn how to apply highly available, fault-tolerant, scalable, and cost-effective cloud solutions.

Session type: Bootcamp  
Topics: Training and Certification  
Session level: 100 - Beginner

Date: Tuesday, November 30  
Time: 1:00 AM - 9:00 AM  
Location: None

[Buy for \\$1.00](#)

# More useful resources



## Agenda

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

[Browse 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.

[Watch now](#)



## Got questions?

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

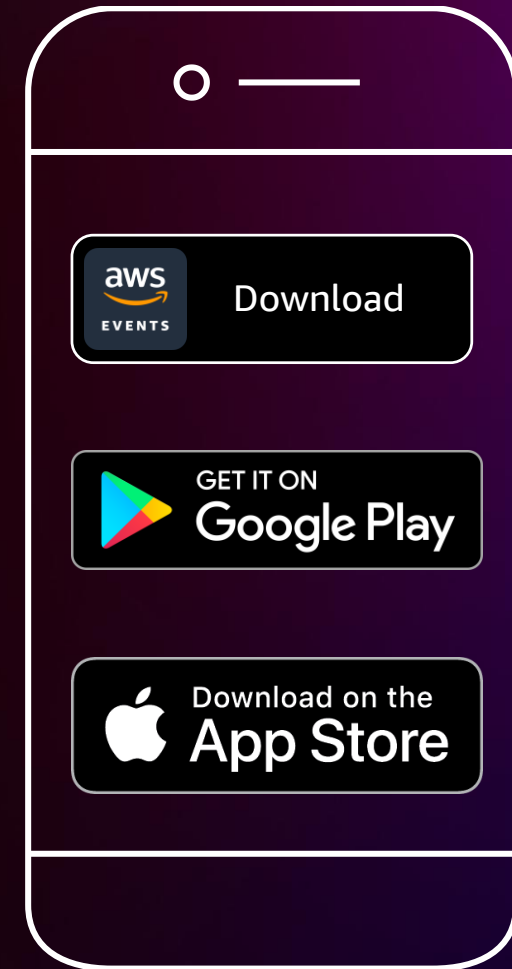
[FAQs](#)

# Mobile app

## THE AWS EVENTS 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



# Thank you!



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