

AWS re:Invent

Virtual Attendee Guide for Games Industry Customers

2020



Welcome!

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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!



Games Industry Overview

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Behind great games, developers of all sizes are using AWS Game Tech to build faster, operate smarter, and create immersive experiences for players.

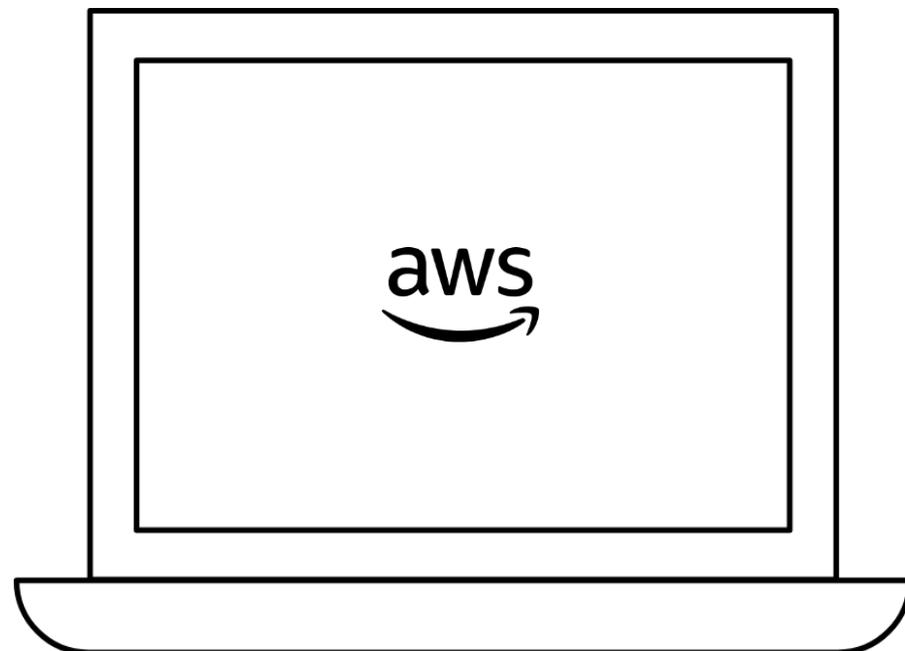
At re:Invent 2020, hear from industry leading engineers, developers, and decision makers who are utilizing cloud technology to invent and deliver the next generation of games, including Sony Interactive Entertainment (SIE), Zynga, Ubisoft, and Gameloft.

Learn first-hand how they are breaking free from traditional on-premises solutions, moving game production processes to the cloud, using data and analytics to better understand player experiences, and building connected worlds that scale to millions of players at launch and support milli-second low latency multiplayer sessions, wherever and however they play.

[Learn more](#)



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

Session Catalog

Registration

Track Content Overview

Frequently Asked Questions

Agenda

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 – 9:30AM (PST) [AMERICAS: WATCH LIVE](#)

WEDNESDAY, DEC. 9 | 8:00AM – 9:30AM (SGT) [ASIA-PACIFIC](#)

WEDNESDAY, DEC. 9 | 8:00AM – 9:30AM (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 – 9:00AM (PST) [AMERICAS: WATCH LIVE](#)

FRIDAY, DEC. 11 | 8:00AM – 9:00AM (SGT) [ASIA-PACIFIC](#)

FRIDAY, DEC. 11 | 8:00AM – 9:00AM (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 - 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.

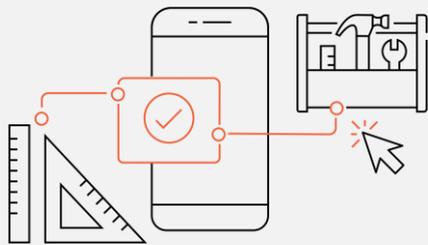
Learn

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.

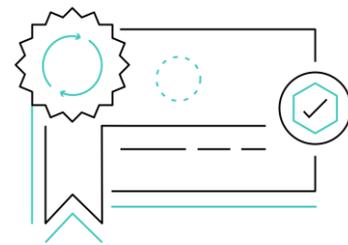


Learn



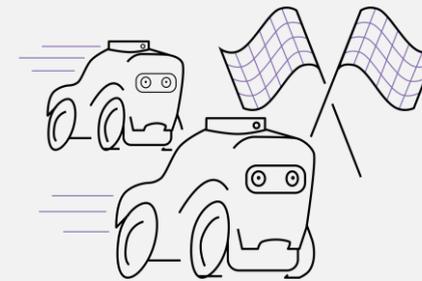
SESSIONS

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 (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!



Games Track Sessions

How Zynga modernized mobile analytics with Amazon Redshift RA3

FEATURING

Bharath Anandaram, Zynga Tech Lead Data Engineering

Discover how Zynga migrated data generated by tens of millions of players from existing infrastructure to Amazon Redshift. Leveraging its RA3 instances, Zynga rapidly increased query performance, while simultaneously reducing operational overhead and costs.

[Watch On Demand](#)

Gameloft: A zero downtime data lake migration deep dive

FEATURING

Alexandru Voinescu, Gameloft BI Technical Manager

In this session, Gameloft shares how it is modernizing its on-premises data infrastructure and migrating to AWS. Learn how Gameloft seamlessly transitioned over 250 servers and 1.5 petabytes of data with zero downtime and quick rollbacks, ensuring data consistency while processing more than 3 billion events daily using AWS data lake services including Amazon S3, Amazon Kinesis, Amazon EMR, and more.

[Watch On Demand](#)



Games Track Sessions

Sony Interactive Entertainment renders with AWS

FEATURING

Asghar Nisar, Andy Taylor, SIE Cloud Infrastructure

See how SIE is modernizing its existing infrastructure to remotely render visual images and effects using AWS. Learn how AWS Thinkbox Deadline, Amazon EC2 G4 and P3dn graphics instances can be used to assist artists to spend more time iterating on creative, rather than waiting for rendering workloads to complete.

[See Full Session Details](#)

Epic Games supports creators with Unreal and AWS

FEATURING

Marc Petit, GM Unreal Engine

See how Epic Games is continuously evolving to support creators to deliver cutting-edge content despite challenges associated with COVID-19. Learn how its Unreal Engine is breaking free from on-premises infrastructure and is leveraging AWS to provide remote workstations, rapidly scale rendering workloads, and connect people with immersive virtual experiences.

[See Full Session Details](#)

Ubisoft: Building a multi-platform multiplayer game on AWS

FEATURING

Marie Laurent, Naomi Barnes, Live Operations, Ubisoft

Learn how Ubisoft is preparing to launch its upcoming competitive sports game, Roller Champions, on AWS using a serverless, containerized architecture, and see how Ubisoft is leveraging AWS services to provide a highly performant and reliable experience to players around the world while reducing operational costs.

[See Full Session Details](#)

Personalized Session Recommendations



[ANT291-L](#)

Leadership Session with Rahul Pathak, AWS Vice President, Analytics

[ANT205](#)

Getting the most out of Amazon Redshift automation

[ANT328](#)

The lake house approach to data warehousing with Amazon Redshift

[ANT404](#)

Deep Dive on best practices for Amazon Redshift

[MDS201](#)

State of Media Content Production – featuring Method Studios

[MDS204](#)

Live Content Production in the AWS Cloud – featuring Grass Valley

[ZDC202](#)

Creating a game development pipeline on AWS

[See Full Session Catalog](#)

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.



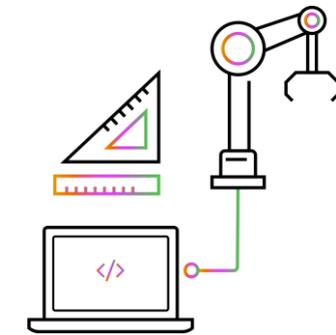
Startups

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



- Register for re:Invent
- Visit 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

Contact the Team





Contact the Team

Want to connect with a Games industry expert?

If you'd like to arrange a meeting with AWS subject matter experts, please reach out to your account teams to coordinate.

You can click on the photos to access team member LinkedIn profiles.



Craig Irons,
Head of WW
Business
Development



Jen MacLean,
Head of WW
Business
Development
MMLT



**Emiko
Yamamoto,**
Head of Japan
Business
Development



Emil Mouhanna,
Sales leader,
AMER



Eric Morales,
Sales leader,
EMEA



Nari Gopala,
Games Tech
Lead