

AWS re:Invent

DECEMBER 1 - 5, 2025 | LAS VEGAS, NV

AWS Advertising & Marketing Attendee Guide



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Introduction

Whether you're an AdTech innovator, agency executive, MarTech builder, or data scientist, re:Invent 2025 brings an unprecedented opportunity to explore the transformative power of cloud-powered advertising and marketing technology (AMT).

Join us at AWS re:Invent 2025 to immerse yourself in a world of knowledge, inspiration, and networking as we dive deep into the future of customer engagement, data-driven strategies, and cutting-edge artificial intelligence solutions that can help you unleash your advertising and marketing innovation.

This guide is full of tips provided directly from re:Invent alumni, teams, and staff to help you get the most out of your time in Las Vegas, Nevada. Most importantly, this guide also includes a curated list of the breakout and technical sessions we feel are most relevant for attendees from the advertising and marketing industry. Be sure to keep an eye on the [AWS AMT blog](#) and [AWS re:Invent](#) website to stay up to date on all things advertising and marketing at re:Invent.



Tim Barnes

General Manager, Advertising & Marketing, AWS

Let's get started

This guide is full of tips and tricks provided by re:Invent veterans and staff to make sure you're ready for this year's event.

AWS re:Invent attendees should expect to:

- Learn firsthand about AWS services from recognized experts
- Get technical questions answered on the spot
- Receive immediate access to what's new
- Most of all, enjoy yourself while learning!

Get ready to reserve your seat for your favorite sessions. Reserved seating will open soon!

Register now

We've curated the resources in this guide to help you plan a successful agenda. View the quick links below to get started:

[Keynotes >>](#)

[AMT Breakout Sessions>>](#)

[AMT technical sessions>>](#)

[Industry Demos >>](#)

[Other recommended sessions >>](#)

[Resources >>](#)

Keynotes

[Learn more](#)

CEO Keynote

Matt Garman
CEO, AWS

Tues, Dec 2 | 8:00 AM - 10:30 AM



Agentic AI & Data Foundations Keynote
Swami Sivasubramanian
VP, Agentic AI, AWS

Wed, Dec 3 | 8:30 AM - 10:30 AM



Partnership Advantage Keynote

Dr. Ruba Borno
VP, Global Specialists and Partners, AWS

Wed, Dec 3 | 3:00 PM - 4:30 PM



Services Keynote

Peter DeSantis
SVP, Utility
Computing, AWS

Dave Brown
VP, Compute and
ML Services, AWS

Thurs, Dec 4 | 9:00 PM - 10:30 AM



Developer Innovation Keynote

Dr. Werner Vogels
CTO, Amazon.com

Thurs, Dec 4 | 3:30 AM - 4:30 AM



Session types



Breakout sessions

Lecture-style sessions that feature one or more speakers presenting on an educational topic. Lectures are in either standard breakout rooms or on a silent session stage. Breakout sessions in standard rooms include an optional group Q&A at the end, as time allows.



Workshops

Hands-on sessions where attendees work under the guidance of AWS experts to build a solution using AWS. Each workshop starts with a short lecture by the speaker, followed by solution-focused building support. Attendees must bring their laptops to participate.



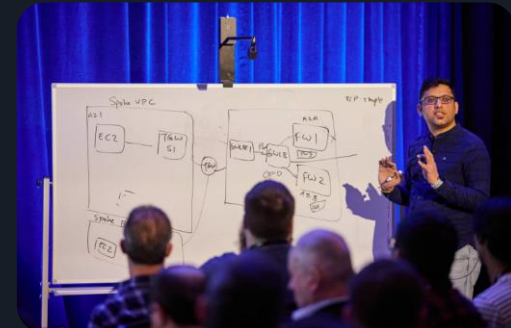
Builders' sessions

Small-group sessions led by one AWS expert providing interactive learning on how to build on AWS. Each builders' session begins with a short explanation or demonstration of what attendees are building. There is no formal presentation; once the demonstration is complete, attendees use their own laptops to experiment and build with guidance from the AWS expert. You must bring your own laptop to participate in this session.



Code talks

Engaging, code-focused sessions with a small audience. AWS experts lead an interactive discussion featuring live coding and/or code samples as they explain the "why" behind AWS solutions. Attendees are encouraged to ask questions and follow along.



Chalk talks

Chalk talks are highly interactive whiteboarding sessions with AWS experts. Expect a lively technical discussion, centered around real-world architecture challenges, with a small group of experts and peers. These sessions run for 60 minutes.

Advertising & Marketing Technology breakout sessions

Breakout sessions are lecture-style sessions that feature one or more speakers presenting on an educational topic. Lectures are in either standard breakout rooms or on a silent session stage. Breakout sessions in standard rooms include an optional group Q&A at the end, as time allows. These sessions will be available on-demand.



IND 379

AWS RTB Fabric: Real-time bidding workloads with AdTech partners

Wednesday, Dec 3rd | 5:30 PM - 6:30 PM PST

Mandalay Bay | Level 3 South | South Seas F

[View Session](#)

Advertising technology (AdTech) companies buy, serve, and measure hundreds of billions of ads per day at single-digit millisecond latency. Explore how AWS RTB Fabric transforms real-time bidding workloads with an optimized, private network in the cloud. Industry leaders from AWS and Yieldmo share how they reduce costs, optimize development velocity, and improve performance for scaled real-time bidding workloads using AWS RTB Fabric. Hear AdTech experts share cloud-native best practices, architectures, and pitfalls to avoid when scaling ad platforms. Learn how AWS RTB Fabric can help you save up to 80% compared to standard cloud networking costs—without the need for upfront commitments.

Level: 300 – Advanced

Breakout session

Featured speakers: Duc Chau, CTO at Yieldmo; Fernando Gamero, Sr. Solutions Architect at AWS; Sergio Serra, AWS RTB Fabric PM at AWS

IND 380

Amazon Ads Creative Agent uses AWS to democratize ad creation

Wednesday, Dec 3rd | 8:30 AM - 9:30 AM PST

Wynn | Convention Promenade | Lafite 7 | Content Hub | Pink Theater

[View Session](#)

Media advertisers see up to 25% higher engagement when delivering custom creative to relevant audiences, yet producing quality video ads traditionally requires weeks of expensive and specialized expertise. Discover the inner workings of Amazon Ads Creative Agent, and how it's transforming the creative process by automating and enhancing the generation of multi-format ads to businesses regardless of their size or creative expertise. Explore how Amazon Bedrock, custom-built ML models, GPUs, and model evaluations are used to orchestrate and generate compelling ad creatives into full video productions with professional voiceovers from conversational natural language, while reducing creative development time.

Level: 300 – Advanced

Breakout session

Featured speakers: Fabio Quinzi, Principal Software Development Engineer, Amazon Ads; Yashal Kanungo, Lead Applied Scientist, Amazon Ads; Avinash Kolluri, Sr. Solutions Architect at AWS

AIM 395

Concept to campaign: Marketing agents on Amazon Bedrock AgentCore

Monday, Dec 1st | 4:00 PM - 5:00 PM PST

Mandalay Bay | Level 2 South | Oceanside C | Content Hub | Turquoise Theater

[View Session](#)

Marketing teams require AI agents capable of orchestrating complex campaigns with enterprise controls. This session explores Epsilon's production-ready multi-agent system built with Amazon Bedrock AgentCore for intelligent marketing campaigns. Learn to implement secure agent collaboration using AgentCore Runtime for parallel execution, Gateway for controlled data access, and Identity for granular permissions. We'll cover architectural patterns for asynchronous workflows, demonstrate personalized content generation with brand consistency, and explore real-time campaign monitoring through AgentCore Observability. You'll gain proven patterns for building autonomous marketing agents that execute multistep workflows, scale to thousands of concurrent campaigns, and maintain complete auditability.

Level: 300 – Advanced

Breakout session

Featured speakers: Prashanth Athota, SVP at Epsilon; Sandeep Veldi, Sr. Solutions Architect at AWS; Jiten Dedhia, Sr. Solutions Architect at AWS

Chalk talks

A highly interactive content format, chalk talks begin with a short lecture delivered by an AWS expert followed by an open-format Q&A session using a whiteboard to encourage discussion from attendees. Chalk talks foster technical discussions about real-world architecture challenges.

Lightning talks

Located in the Expo Hall, each of these 20-minute theater presentations are dedicated to a specific customer story, service demo, or AWS Partner offering.



IND 357

Multi-agent collaboration for optimized advertising performance

Monday, Dec 1st | 9:00 AM - 10:00 AM PST

Caesars Forum | Level 1 | Summit 221

[View Session](#)

Companies struggle to scale their operations and drive better performance across increasingly complex, multi-channel advertising campaigns while maintaining control and governance over AI-powered automation. This chalk talk demonstrates how organizations can use agent-driven processes using Strands Agents and Amazon Bedrock AgentCore to automate and augment complex workflows beyond content generation. Learn to automate workflows, complement planning, optimize budget allocation, and drive better campaign outcomes. We'll explore how Amazon Bedrock can improve return on ad spend using multi-agent collaboration to orchestrate and optimize campaigns, proactively monitor and detect underperformance, and provide solutions such as bid adjustments, creative refreshes, or audience pivots.

Level: 300 – Advanced**Chalk talk**

Featured speakers: Zelle Steyn, Principal Solutions Architect at AWS; Gerry Louw, Principal Solutions Architect AMT Specialist at AWS

IND 360

Privacy-enhanced ML and GenAI for AdTechs with AWS Clean Rooms

Tuesday, Dec 2nd | 3:00 PM - 4:00 PM PST

Caesars Forum | Level 1 | Summit 221

[View Session](#)

Delivering relevant ads to consumers and understanding return on advertising spend historically involved sharing data in ways that posed privacy concerns. Explore how organizations can generate insights with their partners without sharing underlying data with AWS Clean Rooms. Learn how to use AWS Clean Rooms ML to train models and run inference for use cases including lookalike modeling and fine tuning foundation models without sharing raw data or model weights. Discover how to apply privacy-enhancing controls to enable AI data collaboration for brand standard adherence, personalized GenAI recommendations, RTB optimization, and more while mitigating privacy concerns in multiparty ML workflows.

Level: 300 – Advanced**Chalk talk**

Featured speakers: Ryan Malecky, Sr WW Spec SA Cust Data Apps at AWS; Anna Whitehouse, AWS Clean Rooms PM at AWS

IND 381

AdTech at AI Speed: Building Dynamic Creative Agents in Five Days

Tuesday, Dec 2nd | 3:00 PM - 3:20 PM PST

Venetian | Industries Pavilion | Theater 4

[View Session](#)

Ad Tech demands millisecond responses and campaign-specific personalization at scale. This session reveals how AWS's AI-Driven Development Lifecycle (AI-DLC) compressed building a dynamic creative optimization platform from 3-6 months to just five days. Follow the journey from vision to production-ready agent orchestration: aligning campaign requirements, modeling brand-specific behaviors, architecting multi-agent systems, and delivering working creative personalization agents. Learn the techniques that enable rapid AdTech innovation—prompt-driven development, versioned creative templates, and real-time brand safety validation. Discover how treating AI as your development partner enables you to build complex creative optimization systems that respond to market changes in days, not quarters.

Level: 300 – Advanced**Chalk talk**

Featured speakers: Jeff Harman, Sr. Prototyping Architect at AWS

Workshops

Workshops are hands-on sessions where attendees work under the guidance of AWS experts to build a solution using AWS. Each workshop starts with a short lecture by the speaker, followed by solution-focused building support. Attendees must bring their laptops to participate.

Builders' sessions

Builders' sessions are small-group sessions led by one AWS expert providing interactive learning on how to build on AWS. Each builders' session begins with a short explanation or demonstration of what attendees are building. There is no formal presentation; once the demonstration is complete, attendees use their own laptops to experiment and build with guidance from the AWS expert.

IND366

Build ultra-low latency ad workloads with unmatched cost-performance with AWS RTB Fabric

Thursday, Dec 4th | 12:00 PM - 2:00 PM PST

Mandalay Bay | Mandalay Ballroom K

[View Session](#)

With the growth of digital media, including streaming video and retail media, customers that operate advertising platforms need to buy, sell, deliver, and measure millions of ad transactions per second while meeting stringent latency requirements. In this workshop, you will learn how to run ultra-low latency advertising workloads, transact with partners across a global community, and optimize against increasingly fragmented data signals and media channels. Push the boundaries of advertising platforms with AWS RTB Fabric while optimizing cost-performance.

Laptops are required to participate in this session

Level: 300 – Advanced**Workshop**

Featured speakers: Sharik Pahwa, Principal Technical Account Manager at AWS; Mikhail Shapiro, WW P&S Principal PSA at AWS; Marcin Bednarz, Principal Solutions Architect at AWS; Sergio Serra, AWS RTB Fabric PM at AWS

IND3309

Privacy-enhanced multi-party analytics with AWS Clean Rooms: Setup to insights

Thursday, Dec 4th | 3:00 PM - 5:00 PM PST

Mandalay Bay | Lower Level North | South Pacific G

[View Session](#)

Companies across multiple industries increasingly look to complement their data with external partners' data to build a complete view of their business while protecting sensitive consumer information. This hands-on workshop demonstrates how AWS Clean Rooms enables secure data collaboration between multiple parties without sharing raw data. You will learn how to set up a Clean Rooms collaboration, configure privacy-enhancing controls, and perform multi-party analytics using collective datasets. Attendees will learn enterprise-grade patterns for secure data partnerships that drive business value and generate unique insights about advertising campaigns, investment decisions, research and development, and more.

Laptops are required to participate in this session

Level: 300 – Advanced**Workshop**

Featured speakers: Vivek Kumar, Sr Solutions Architect at AWS; Archna Kulkarni, Sr Worldwide Cust Data Apps Solution Architect at AWS

IND411

Build AI Commerce Media Agents: Audience Discovery & Campaign Performance

Wednesday, Dec 3rd | 4:00 PM - 5:00 PM PST

Mandalay Bay | Lower Level North | Islander H

[View Session](#)

As agentic AI emerges as a transformative technology, organizations face challenges integrating it effectively within existing retail and commerce media workflows traditionally powered by machine learning (ML). In this hands-on builder session, you'll create a multi-agent solution for automating campaign audience definition and A/B testing to model customer 'what-if' scenarios for commerce media, advertising, and marketing use cases. Through practical exercises, you'll learn how to enhance traditional ML with agents to discover new segments and improve recommendations, potentially enhancing audience intelligence and improving return on ad spend (ROAS).

Laptops are required to participate in this session

Level: 400 – Expert**Builders' session**

Featured speakers: Alicja Kwasniewska, Sr. Solutions Architect at AWS; Hari Radhakrishnan, Sr Solutions Architect at AWS

Industry Demos Areas

Experience interactive use cases with multiple Industry demos in the Expo hall within the Venetian Hotel and Sports Forum in Caesar's Forum.



INDUSTRIES PAVILION EXPO

The Industries Pavilion in the Expo Hall will showcase why AWS is the best cloud across industries. Experience interactive demos showcasing the latest AWS services and see how our customers are achieving groundbreaking transformations with cloud and AI technologies. Industry experts will demonstrate how AWS helps drive innovation across industries.

LOCATION :

Expo Hall, **The Venetian**

SCHEDULE :

Monday, December 1: 4:00 PM – 7:00 PM | Welcome reception

Tuesday, December 2: 10:00 AM – 6:00 PM

Wednesday, December 3: 10:00 AM – 6:00 PM | Happy Hour 4:30 PM – 6:00 PM

Thursday, December 4: 10:00 AM – 4:00 PM

Advertising & Marketing – The Fragrance Lab

Experience a unique activation demonstrating new possibilities to augment creativity with AI-powered innovation. Step into The Fragrance Lab to develop a custom fragrance generated by Amazon Nova in Amazon Bedrock. Create a personalized fragrance and customized advertising campaign through conversational insights using AWS.

The Fragrance Lab showcases product personalization with Amazon Nova in Amazon Bedrock, enabling attendees to create bespoke fragrances through natural conversations. Amazon Nova Pro translates attendee preferences into tailored products, while master perfumers craft unique scents. Elevate your marketing with Amazon Nova Canvas and Reel, transforming these personalized creations into captivating visual narratives and video content. This seamless integration of AI-driven personalization and creative marketing tools empowers brands to forge deeper connections with their audience, offering truly unique products and compelling, customized campaigns.

LOCATION:

Expo Hall, **The Venetian**



AWS for Media & Entertainment – Live Cloud Production

Experience an innovative live cloud production demo at AWS re:Invent spanning both the re:Invent Expo Hall in the Venetian and the Sports Forum in Caesar's Forum. See a live sports show in the Sports Forum where a host will interview big names from sports leagues like Formula 1, PGA, and NBA, as well as AWS leaders and attendees.

The production from the Sports forum will be produced in the Production Control Room (PCR) within the Industries Pavilion - a transparent "fishbowl" room that attendees can enter to see AWS team members produce live and recorded shows in the cloud with vision mixing, audio mixing, graphics, intercom, and replay. The demo in the Industries Pavilion will also feature workflows using AI technology on AWS that showcase how to better streamline broadcast operations as well as enhance the live production experience for audiences.

LOCATION :

Expo Hall, **The Venetian**



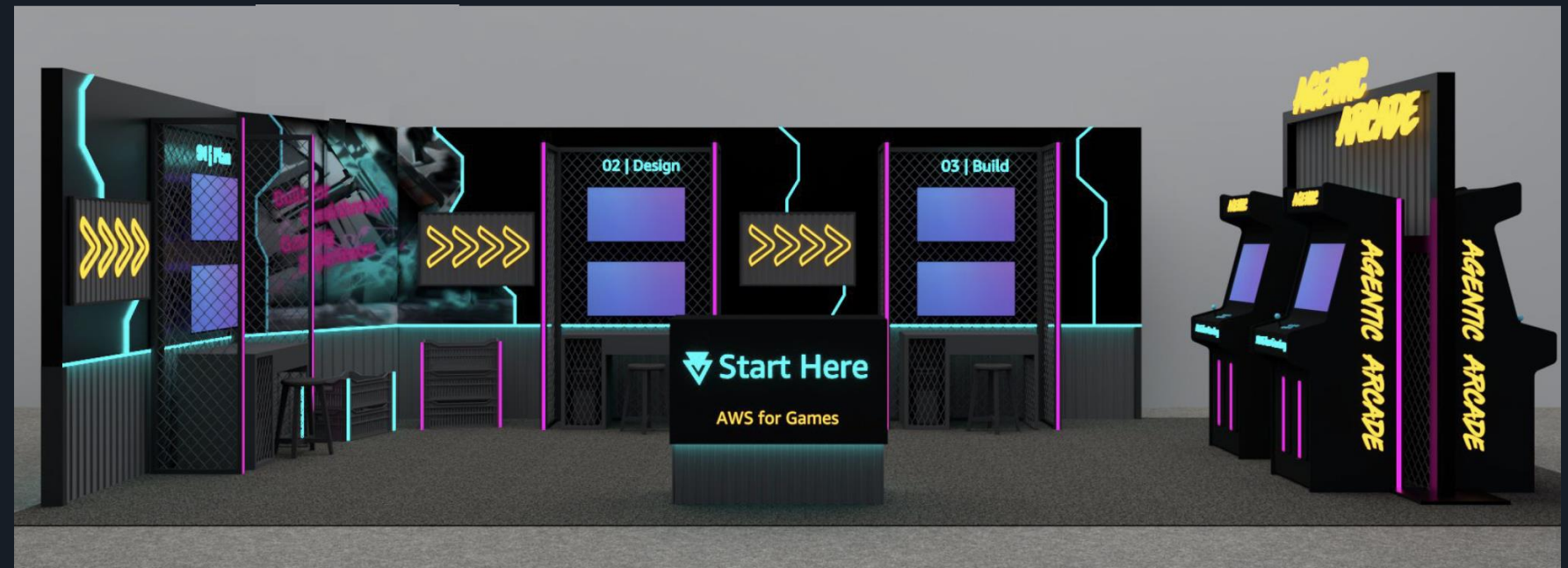
AWS for Games – Agentic Arcade

Experience the future of Game Development with agentic AI. Visit our hands-on Agentic Arcade to see the assistive power of generative AI in modern game development. Attendees can collaborate with specialized AI agents - a Director for game conception, an Artist for visual and audio asset creation, a Developer for gameplay implementation, and a Playtester for quality assurance.

Powered by AWS technologies, participants can create a personalized game within minutes and leave with Kiro-ready specifications. This innovative demonstration shows how AI can assist with routine development tasks, allowing developers to focus on core creative decisions while experiencing the future of AI-assisted game development workflows.

LOCATION:

Expo Hall, **The Venetian**
Industries Pavilion



SPORTS FORUM

Don't miss out on the action – from basketball, racing, soccer, and more. The Sports Forum has sports activations, meetings areas, sessions featuring key names in sports organizations, and a live broadcast studio where you can see interviews with leaders, sports experts, and more. You might even score big with daily prize giveaways like premium sports merch and autographed memorabilia.

LOCATION :

Sports Forum, **Caesar's Forum**

SPORTS FORUM SCHEDULE :

Sunday, November 30: 10:00 AM – 8:00 PM

Monday, December 1: 10:00 AM – 8:00 PM

Tuesday, December 2: 10:00 AM – 8:00 PM

Wednesday, December 3: 10:00 AM – 8:00 PM

Thursday, December 4: 10:00 AM – 4:00 PM

Other recommendations

Recommendations for Advertising & Marketing professionals at re:Invent 2025



Breakouts

Breakout Session

I N D 3 3 2 7

How Netflix Shapes our Fleet for Efficiency and Reliability

Netflix's strategy for optimizing its cloud architecture for efficiency and reliability. Placement of workloads on price-optimal hardware by automatically modeling capacity requirements and understanding AWS hardware performance and pricing. The talk will also cover a continuous optimization loop that monitors and reshapes the fleet to maintain business outcomes as load patterns change.

[View Session](#)

Breakout Session

G B L 2 0 2

AI Agents at Work: Real-World Platforms Driving Business Innovation

Explore how Coupang Ads and Woowa Brothers deployed production-scale AI agent platforms to drive measurable business impact. Coupang Ads built an AI-first advertising ecosystem on Amazon Bedrock, integrating intelligent seller portals, conversational assistants, and automated ad video generation using Nova models to transform advertising performance. Woowa Brothers evolved from search to action-enabled multi-agent platform, achieving 20% enterprise-wide adoption in year one.

[View Session](#)

Breakout Session

A I M 3 7 3

From prompt to production: On-brand marketing images with Amazon Nova

Ad and marketing teams are racing to harness text-to-image models, but creating high-quality, on-brand visuals at production scale has remained unsolved. Until now. Generating marketing images isn't just about automation; it's about balancing speed, creative fidelity, and brand alignment—which has never before been explored in a scalable, production-ready workflow with agents. In this breakout session, discover the challenges of bringing text-to-image into real-world campaigns and the breakthrough that makes it possible.

[View Session](#)

Breakout Session

D A T 2 0 1 - S

How SAS and Freshworks Power Real-Time Personalization at Extreme Scale

Learn how SAS and Freshworks built real-time data infrastructure that satisfies critical scaling requirements – from “big game” traffic spikes to hypergrowth demands. Brian Jones discusses how SAS designed their SAS 360 Match real-time ad decisioning architecture, which combines intelligent decision logic with high-speed delivery pipelines. Learn how Freshworks redesigned their AI-powered business software architecture to support 10X growth while achieving 95% latency reduction and significant cost savings.

[View Session](#)

Breakout Session

A N T 3 2 7

Build a GenAI Race Tracker With Confluent & AWS Bedrock in less than 60 Min

Build a real-time race tracking application powered by generative AI. Learn to ingest and process live telemetry data streams using Apache Kafka and Apache Flink protocol on Confluent Cloud. And you'll see AWS Bedrock's foundation models generate dynamic race commentary, summaries, and driver insights in real time. You'll also build a responsive Node.js app to visualize and interact with race data, while exploring scalable, event-driven architectures with cloud-native tools.

[View Session](#)

Breakout Session

S P S 3 1 3

Volkswagen Group's custom GenAI models for global brand consistency

Discover how Volkswagen Group, delivering 9.0 million vehicles annually across 115 global facilities, ensures brand consistency while scaling global marketing operations. Learn how VW transformed their marketing pipeline through two innovations: custom-finetuned image generation models creating on-brand visual content at scale, and pioneering work with Amazon Nova to automatically evaluate marketing assets against brand guidelines.

[View Session](#)

Chalk talks

Chalk Talk

IND397

AI-powered Content Compliance: Media Rating Automation with Nova

Transform your content compliance workflow with Amazon Nova's cutting-edge AI solution. This presentation demonstrates how media organizations can automate multi-system rating analysis, dramatically reducing manual review time and operational costs. Learn to implement intelligent compliance workflows that leverage agentic AI to ensure accuracy while accelerating content delivery pipelines.

[View Session](#)

Chalk Talk

AIM386

Customize foundation models using Amazon SageMaker AI

Learn how to customize foundation models for your specific business needs. In this chalk talk, we'll explore different approaches including supervised fine-tuning, reinforcement fine-tuning, and model distillation. Discover when to use each method and how they complement each other. We'll demonstrate customization strategies using models like GPT-OSS and Amazon Nova, sharing best practices and decision frameworks.

[View Session](#)

Chalk Talk

AIM378

Power multimodal search and RAG applications with Amazon Nova Multimodal Embeddings

Discover how Amazon Nova MM Embeddings expands your enterprise semantic search/RAG solutions through unified multi-modal understanding. In this session, we'll demonstrate how Nova's new video-audio native and spatial-temporal understanding capabilities enhance visual product search and video moment retrieval use cases.

[View Session](#)

Chalk Talk

AIM378

Leverage your own IP to enhance creative control

Discover how to elevate your visual storytelling by fine-tuning Amazon Nova with your unique IP. In this session, we present an end-to-end approach to customizing Amazon Nova Canvas in Amazon Bedrock. Our solution covers the complete workflow: from character extraction and training data preparation to model fine-tuning and responsible AI-driven inference at scale. This workflow enables rapid creation of high-fidelity imagery.

[View Session](#)

Chalk Talk

AIM389

Seamless and scalable creative and product visual generation

Amazon Nova Canvas and Nova Reel offer powerful image and video generation capabilities for enterprises needing scalable, personalized content while maintaining brand consistency. This chalk talk explores practical implementation architectures leveraging Nova Canvas' fine-tuning and virtual try-on features alongside Nova Reel's multi-shot video capabilities. We'll discuss AWS service integration patterns, cost optimization for high-volume production, and best practices to maintain safety.

[View Session](#)

Chalk Talk

NET320

Origin management for multi-region applications with Amazon CloudFront

In this session, you'll learn comprehensive origin management with Amazon CloudFront to build secure, resilient content delivery systems. We will cover automatic failover mechanisms with CloudFront and Route53, configure granular origin routing with CloudFront Functions, and secure origins using S3 with Origin Access Control (OAC) and VPC private origins for enhanced security.

[View Session](#)

Workshops & Builder's Sessions

Workshop

N T A 3 0 1

Automate Review Analysis with Nova Act and Generative AI

Transform how you handle customer feedback in this hands-on builder session. Learn to scrape reviews from websites using Amazon Nova Act's browser automation capabilities, then analyze sentiment patterns with Bedrock's generative AI models. By session end, you'll have built a working proof-of-concept that can extract actionable insights from reviews, identify trends, and generate summaries without complex coding.

[View Session](#)

Workshop

A I M 3 2 9

Evaluating the right model for video intelligence

This session provides a comprehensive framework for model selection in video intelligence applications, focusing on horizontal use cases like video search, content analysis, and automated tagging. We'll dive into the capabilities, trade-offs, and optimal applications of different multimodal models available on Amazon Bedrock, including Amazon Nova models, Anthropic Claude models, and multimodal embedding models.

[View Session](#)

Workshop

P E X 3 1 1

Multimodal Video Understanding AI at Scale with Amazon Bedrock

Bring next-level video intelligence to your workflows using multimodal video understanding models in Amazon Bedrock to index and search through your video content by understanding video holistically like humans. Start by using the multimodal embedding model Marengo on Bedrock to embed entire video libraries. Then, store these embeddings on S3 Vectors for faster and efficient vector search and retrieval.

[View Session](#)

Builders' Session

A I M 3 1 3

Improving multimedia analytics with customized Amazon Nova models

Transform your multimedia analysis performance and capabilities by customizing Amazon Nova foundation models. This hands-on builder session, designed for experienced practitioners, explores advanced Nova customization techniques for enterprise-scale multimedia workloads. You'll learn practical strategies for model optimization, cost management, and implementing efficient workflows to handle complex multimedia analysis tasks

[View Session](#)

Builders' Session

I N D 3 0 9

Build Intelligent Media Workflows with Agentic AI

This workshop demonstrates how to enhance video processing workflows using agentic AI on AWS. Building upon last year's video understanding workshop, we'll show how to transform traditional orchestration steps into intelligent, agent-driven processes using Strands Agent SDK and Amazon Bedrock AgentCore. Participants will learn to implement agentic systems that improve metadata generation and content analysis for both video on-demand (VOD) and live scenarios, and how to apply intelligent workflows to archived content.

[View Session](#)

Builders' Session

N T A 3 0 8

Seamlessly Connect On-Premises to AWS

Learn how to bridge your on-premises infrastructure with AWS using VPN, Transit Gateway, and Direct Connect in this hands-on workshop. We guide you through the essentials of hybrid cloud networking, from secure VPN setup to scalable connectivity with Transit Gateway and high-performance links with Direct Connect. Discover best practices and architecture patterns to ensure seamless, secure, and reliable connections between your data center and AWS.

[View Session](#)

Resources & Contacts

Learn about the event, stay up to date with the app, and keep your checklist squared away for re:Invent.



Schedule at-a-glance

(Subject to change)

DAY	EXPO, INDUSTRIES PAVILION, MEETING ROOMS	KEYNOTES
Monday, Dec 1	4 – 7 PM Expo hall open and welcome reception	N/A
Tuesday, Dec 2	10 AM – 6 PM Hall open	8 – 10:30 AM CEO Keynote with Matt Garman
Wednesday, Dec 3	10 AM – 6 PM Expo Hall open	8:30 – 10:30 AM Keynote with Dr. Swami Sivasubramanian 3 – 4:30 PM Keynote with Dr. Ruba Borno
Thursday, Dec 4	10 AM – 4 PM Expo Hall open	9:00 – 10:30 AM Keynote with Dave Brown & Peter DeSantis 3:30 – 4:30 AM Keynote with Dr. Werner Vogels



Learning & Networking opportunities

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



EXPO

Immerse yourself in the AWS Village, a hub of innovation showcasing the latest in AWS cloud technology. Experience hands-on demos featuring generative AI, data and analytics, modernization and migration, and cloud foundation solutions. Dive deep and explore recent AWS launches.



GAMIFIED LEARNING

Compete in a guided immersive tabletop simulation, working solo or with peers. Navigate realistic scenarios and compete to solve real-world cloud challenges.



RE:PLAY

Celebrate with your team during an unforgettable night of live music, culinary delights, classic re:Play activities, and a few new surprises you won't want to miss. Complimentary shuttles run to and from re:Invent hotels, with service to and from the Las Vegas Festival Grounds starting at 7:00 PM.

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



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 Innovation 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
- ✓ Follow AWS on Instagram, Facebook, LinkedIn, and Twitter



Thank you