

The background features a dark purple gradient on the left, transitioning into a series of overlapping, semi-transparent geometric shapes in shades of blue, magenta, and orange on the right. A thin, light-colored horizontal line is positioned near the top of the image.

AWS re:Invent

DECEMBER 1 - 5, 2025 | LAS VEGAS, NV

Attendee guide: Customer experience with Amazon Connect

Recommendations

Join re:Invent sessions to discover how Amazon Connect elevates every customer interaction into a moment that matters. Learn to delight customers and drive lifetime value through AI-powered customer experience solutions.

BREAKOUT SESSION

BIZ221 | Agentic AI advancements in customer experience with Amazon Connect

Dec. 1 | 10:00 AM—11:00 AM (PST)

Amazon Connect transforms routine interactions into memorable moments by seamlessly embedding AI across every customer touchpoint - built from the ground up as a unified solution that's been cloud and AI-native since day one. By driving seamless coordination between human and AI agents, it preserves context across every interaction to drive differentiated customer experiences. Join this session with Pasquale DeMaio, VP of Customer Experience, on how Amazon Connect is revolutionizing contact centers through agentic AI. Hear from your peers as they share their firsthand experience and best practices, illustrating the real-world impact and benefits of AI-powered customer service.

SPEAKERS:

Pasquale DeMaio, Vice President & General Manager, Amazon Connect, AWS

Bamba Diouf, Principal Product Manager, Amazon Connect, AWS

James Boswell, Vice President of Cloud, Centrica

Darren Miles, Chief Technology Officer (CTO), Centrica



Join us for an evening of fun and game-changing CX insights!

AWS
re:Invent

CUSTOMER EXPERIENCE
RECEPTION: CREATING
MOMENTS THAT MATTER

December 2, 2025 | 6:00 PM–9:00 PM

Giada at The Cromwell

3595 Las Vegas Blvd S, Las Vegas, NV 89109

[Learn more and RSVP to reserve your spot »](#)



Learn from your peers

BREAKOUT SESSIONS LED BY AMAZON CONNECT CUSTOMERS AND AWS EXPERTS

BIZ211 | **So Energy** streamlines customer service with AI-powered automation

BIZ216 | Redefining service excellence: **Canada Life's** AI-powered contact center

BIZ212 | **Anthology** boosts contact center efficiency with AI

BIZ217 | **Global tourism brand** transforms customer service with Amazon Connect

BIZ213 | **Petco** unlocks agentic AI-powered customer service with Amazon Connect

BIZ218 | **UC San Diego Health** modernizes patient engagement with Amazon Connect

BIZ214 | **Traeger** accelerates contact center agent productivity with agentic AI

BIZ219 | **Caesars** personalizes guest service at scale with AI-powered Amazon Connect

BIZ215 | **Cochlear** enhances contact center observability with Amazon Connect

BIZ220 | Transforming contact centers in **financial services** with Amazon Connect



Learn from your peers

BUSINESS APPLICATIONS TRACK SESSIONS LED BY AMAZON CONNECT EXPERTS

CHALK TALKS

- [BIZ301](#) | Unlock contact center insights with Amazon Connect
- [BIZ303](#) | Data-driven contact centers: Maximizing Amazon Connect analytics
- [BIZ304](#) | Design multi-modal customer journeys with Amazon Connect
- [BIZ305](#) | Enhance customer service efficiency with AI-powered email workflows
- [BIZ307](#) | Maximize AI-powered customer outreach with Amazon Connect
- [BIZ309](#) | Optimize back-office operations with gen AI-powered Amazon Connect
- [BIZ312](#) | Personalize customer interactions with AI agents in Amazon Connect
- [BIZ313](#) | Refine customer journeys with predictive routing in Amazon Connect
- [BIZ314](#) | Scale your contact center with Amazon Connect global telephony
- [BIZ317](#) | Automate customer experiences with Amazon Connect
- [BIZ321](#) | Accelerate global contact center modernization with Amazon Connect

WORKSHOPS

- [BIZ302](#) | Create advanced self-service experiences with Amazon Connect
- [BIZ308](#) | Modernize your contact center agent workspace with Amazon Connect
- [BIZ310](#) | Optimize contact center staffing using AI-powered assistants
- [BIZ311](#) | Optimize customer conversations in your IVR with Amazon Connect
- [BIZ316](#) | Streamline Amazon Connect management with agentic AI-powered controls
- [BIZ318](#) | Transform data into insights with AI-powered Amazon Connect
- [BIZ320](#) | Unlock intelligent generative AI-powered email with Amazon Connect

BUILDERS' SESSIONS

- [BIZ403](#) | Optimize contact center deployment with change management strategies
- [BIZ404](#) | Streamline secure customer authentication with Amazon Connect



Useful resources

Stay up to date with the AWS Events mobile app and build your schedule.



Session types



KEYNOTES

The most important cloud announcements of the year happen during re:Invent keynotes. Attend keynotes in-person to hear news and product launches that will change the cloud landscape and help you build applications and power your business with AWS.



INNOVATION TALKS

Discover the latest innovations on a range of cloud computing topics from visionary AWS leaders. Innovation Talks are 60-minute sessions that spotlight how AWS is empowering customers to innovate and overcome their most important business challenges.



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.



BUILDERS' SESSIONS

These are 60-minute small group sessions with up to five 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.



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.

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, network at meetups or AWS Partner receptions, or pop-in to our interactive sessions.



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!



NETWORKING RECEPTIONS

Networking receptions take place at the Venetian and MGM properties, sponsored by AWS Partners. These evening events provide opportunities to forge new relationships and build on existing ones over delicious food and beverages.



LEARN FROM EACH OTHER

Connect with fellow attendees in a series of 20-minute, interactive dev chats covering the latest trending topics in cloud technology.

Download the 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. Tip: Filter services by “Amazon Connect” in the catalog
- 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

[Learn more »](#)



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 sessions and innovation talks 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 [re:Play](#), our annual closing party for re:Invent
- ☒ Follow AWS on Instagram, Facebook, LinkedIn, and Twitter
- ☒ Find information about all things re:Invent by visiting [Frequently Asked Questions](#)



Thank you!