

AWS  
re:Invent

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

# Attendee guide: Amazon Connect

# 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 the AWS cloud contact center service, Amazon Connect, and other new AWS services.

**Speakers: Dilip Kumar, VP AWS Applications and Diego Pantoja-Navajas, VP/GM New Products**

[Learn more](#)



# Amazon Connect breakout session

BREAKOUT SESSION

## What's new in contact centers with Amazon Connect

Join Adobe and AWS to hear how cloud and AI are transforming today's customer experience. Every year, Amazon Connect grows in capabilities and features. With more than 65 features launched in the last year, AWS continues to push forward, innovating on behalf of our customers to make it easier for you to deliver superior customer and business outcomes. Join this session to hear about the latest trends in contact centers, dive deep into the most innovative Amazon Connect capabilities, and hear directly from Adobe about how they are using Amazon Connect to deliver a superior digital-first experience for their customers.

**Speakers: Adobe and Pasquale DeMaio, VP/GM  
Amazon Connect, AWS**

[Learn more](#)



**Customer Reception: Join us Wednesday 30 November!**

AWS  
re:Invent

**Amazon Connect and Business Applications Customer Reception**

November 30, 2022 | 6:00PM PST

Encore at Wynn Las Vegas (Beethoven 2), 3131 Las Vegas Boulevard South, Las Vegas, NV  
89109

[Learn more and register!](#)



# Amazon Connect track sessions

BUSINESS APPLICATIONS TRACK SESSIONS LED BY AMAZON CONNECT CUSTOMERS AND AWS EXPERTS

## Breakouts

- [BIZ102: How women leaders are transforming customer experience](#) - Panelists Saks.com, Symetra, First Advantage, and partner NeuraFlash moderated by AWS
- [BIZ202: What's new in contact centers with Amazon Connect](#) – Speakers Adobe and AWS
- [BIZ204: Optimize contact center outcomes with Amazon Connect](#) – Speakers Fujitsu and AWS
- [BIZ205: Boost agent productivity and performance with Amazon Connect](#) – Speakers Kentucky Transportation Cabinet and AWS
- [BIZ207: How NAB unified and transformed self-service CX with Amazon Connect and ML](#) –Speakers National Australia Bank and AWS
- [BIZ208: Deliver a resilient, personalized experience at scale with Amazon Connect](#) – Speakers Intuit and AWS

## Workshops

- [BIZ308: Route contacts based on emotion models with Amazon Connect and AI/ML](#)
- [BIZ310: Improve customer retention with AI-powered contact centers](#)

## Chalk Talks

- [BIZ303: Turn data into actionable insights with Amazon Connect](#)
- [BIZ304: Transform cross-channel customer engagement with Amazon Connect](#)
- [BIZ305: How to use Amazon Connect to optimize agent productivity](#)
- [BIZ401: Build a resilient, scalable contact center on Amazon Connect](#)

## Builder

- [BIZ302: How to build smart self-service experiences with Amazon Connect](#)



# Amazon Connect industry and partner sessions

INDUSTRY AND PARTNER SPONSORED SESSIONS LED BY AWS EXPERTS, PARTNERS, AND CUSTOMERS

## Automotive

- [AUT201: Digital customer engagement for automotive](#) – Speakers Rivian, BMW, Boston Consulting Group, and AWS

## Consumer Packaged Goods

- [CPG201: Launching personalized delivery with AWS](#) – AWS Chalk Talk

## Financial Services

- [FSI308: Chase International: Always-on customer experience at scale](#) – Speakers JP Morgan and AWS
- [PRT303: The digital transformation journey: Santander UK](#) (sponsored by Salesforce)

## Healthcare and Life Sciences

- [LFS201: Commercial innovation at Moderna using Amazon Connect and AI](#) – Speakers Moderna and AWS
- [HLC303: Building a healthcare consumer-centric digital front door](#) – AWS Chalk Talk
- [PRT305: Reimagining clinical engagement using Amazon Connect](#) - Speakers Elevance Health and Deloitte (sponsored by Deloitte)

## Manufacturing

- [MFG204: Smart products and machines for new revenue streams](#) – Speakers UNOX and AWS

## Travel and Hospitality

- [PRT204: Transforming customer experience through modernization](#) - Speakers Wyndam and PwC (sponsored by PwC)

## Public Sector

- [IMP105: Using infrastructure & analytics to plan for humanitarian disasters](#) – Speakers American Red Cross, Mercy Corps, and AWS

## Partner sponsored

- [PRT101: Plan, scale, and operate your cloud applications](#) – Lightning Talk (sponsored by ServiceNow)
- [PRT304: Real-time relationships: Optimize your data with Next-Gen CDP](#) – Salesforce (sponsored by Salesforce)

## Additional workshops

- [SUP306: Ticket automation and customer insights through NLP](#) – AWS Workshop



# 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

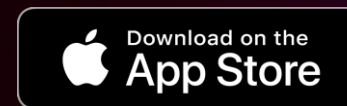
Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you're just starting out or honing your technical skills, learn by doing with labs.



# 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](mailto:reinventsalesupdates@amazon.com)

