



PartnerEquip: Live – Bangkok

Exclusive event for Specialized Partners

28 – 30 April 2026
Bangkok, Thailand

SALES AND ALLIANCES

TRACK

Accelerate Your AWS Business: Strategic Content for Services Partners

This track delivers proven strategies to amplify your consulting services and drive business growth across industries. Designed specifically for sales, alliance, marketing, practice/product leaders, industry, and pre-sales roles, you'll learn directly from AWS leaders through interactive presentations, panel discussions, and valuable networking sessions. No deep technical expertise required – our focus is on business strategy, market opportunities, and partnership growth.

Join us to unlock the full potential of your AWS partnership through practical insights, strategic guidance, and direct engagement with AWS leadership. Limited seats available for qualified partners.

Day 1 Agenda

Tuesday, 28 April

Time (GMT+4)	Level	Title	Abstract
8:30am	Registration and Breakfast		
9:30am	Welcome		
9:45am	200	Accelerating Partner Growth through Strategic Co-Sell	AWS is doubling down on empowering partners to accelerate growth and deliver exceptional customer value in one of the world's fastest-growing cloud markets. Over the next three days, explore AWS's strategic vision for partner success, focusing on rapid time-to-revenue, unprecedented market opportunities, and transformative growth strategies. Discover how to maximize co-selling through collaborative engagement, streamlined tools and automations, and strategic AWS partnerships that drive sustainable revenue growth and successful customer outcomes.
10:45am	Break		
11:00am	200	Insights Into the Generative AI Landscape	While Generative AI shows widespread adoption with 80% corporate penetration, McKinsey reports minimal earnings impact, creating an opportunity for Agentic AI to deliver tangible business value through autonomous process integration. Market projections signal transformative growth, with Boston Consulting Group forecasting \$52.1B market size by 2030 and Gartner predicting 33% enterprise software integration by 2028. In this session, we'll cover latest market trends, early agentic adoption patterns, and how AWS Partners can best differentiate with AWS.
11:30am	200	Executive Panel Discussion	Leadership Insights for ASEAN Opportunity.
12:00pm	Lunch		
1:00pm	200	AWS Partner Central in the Console: resources available to help you accelerate business	Unlock the full potential of AWS Partner Central in this comprehensive session designed for AWS Partners seeking to optimize their engagement with AWS and customers. Starting with self services features and roadmap overview, we'll then share tips and highlight latest resources available for Sales and Alliances Leads.
1:45pm	200	Partner Revenue Measurement	New Partner Revenue Measurement gives Partners visibility into AWS service consumption
2:30pm	Break		
2:45pm	200	Accelerating Growth Through Marketing: Programs, Resources, and Market Insights	Discover actionable insights on leveraging AWS co-marketing resources, optimizing marketplace presence, and effectively utilizing Marketing Development Funds (MDF) to drive faster customer acquisition and deal closure. -
3:30pm	200	AWS GTM By Segment - How Partners Succeed In Market Segments	Strategies for scaling customer engagement and revenue growth with AWS across key customer segments. The presentation focuses on three key areas: the New-to-AWS opportunity, successful partner practices, and co-sell scaling methods. Through real-world examples and best practices, the speakers demonstrate how partners can leverage AWS tools, programs, and marketplace capabilities to accelerate customer acquisition and drive business outcomes. The session emphasizes the importance of defining focus areas, earning trust, and utilizing AWS's partner-centric programs for sustainable growth.
4:15 pm	Wrap Up		
5:00 – 6:00pm	Welcome Reception (badge required)		

Day 2 Agenda

Wednesday, 29 April

Time (GMT+4)	Level	Title	Abstract
8:30am	Registration and Breakfast		
9:30am	Welcome		
9:35am	200	Keynote	Partner Programs are critical for partners to growth their business. This keynote will give a high-level overview of the latest vision for partner programs.
9:45am	200	Partner Profitability	Maximize Value Creation in Your Cloud Business: Strategically layer AWS Partner Programs through the customer journey to unlock premium margins. Hear about co-sell best practices, and create competitive advantage that transcends basic cloud services through high value-add which underpins customer success and drives long-term profitability.
10:45am	Break		
11:00am	200	Managed Services Program	Explore the MSP benefits launched on 1 January 2026, including incentives for Customer Management, Strategic Services, and Government Practice. This session examines the defining characteristics of a Next-Generation MSP - customer-centric, cloud-native, AI-driven, data-led, and security-by-design - and how they drive measurable business transformation. Discover how this approach moves MSPs beyond reactive support to deliver strategic value, differentiation, and sustainable growth.
12:00pm	Lunch		
1:00pm	200	Accelerate Migration and Modernization Led Transformation (with Transform)	The Migration Acceleration Program (MAP) Partner Session is designed to equip Consulting Services Path partners with the knowledge and tools to drive cloud migration and modernization projects. The agenda covers MAP fundamentals, partner benefits, business development strategies, and implementation phases. Partners will learn about available resources, tools, and support mechanisms to effectively leverage MAP funding and methodologies. The session aims to empower partners in identifying opportunities, qualifying customers, and executing successful migration projects, ultimately accelerating their clients' journey to the cloud.
1:45pm	200	Partner Funding	Deep dive into AWS's comprehensive funding initiatives. Learn how these programs can accelerate your solution development and customer adoption journey.
2:30pm	Break		
2:45pm	200	Maximizing Success: AWS Marketplace Co-Sell Excellence	Learn about how to maximize your success through AWS Marketplace.
3:30pm	200	The ISV Advantage: How AWS Partnership Drives Revenue Growth and Market Expansion	Partnering with AWS provides ISVs with a proven pathway to achieve these goals and unlock significant business value. This session explores how AWS empowers ISV partners to scale their businesses profitably through comprehensive support across the entire partnership lifecycle.
4:25pm	200	Ask Me Anything: AWS Partner Programs	Engage with AWS Partner Program experts to have your questions answered
4:45 pm	Wrap Up		
5:00 – 9:00pm	Evening Networking Event (badge required)		

Day 3 Agenda

Thursday, 30 April

Time (GMT+4)	Level	Title	Abstract
8:30am	Registration and Breakfast		
9:30am	Welcome		
9:45am	200	Industry-Focused GTM: Aligning AWS and Partner Solutions for Customer Success (Keynote)	<p>Discover how AWS and partners can drive industry-specific outcomes through our strategic go-to-market framework. Learn to leverage AWS's 379 industry use cases, across 16 key industries. This session will show you how to build compelling value propositions using AWS's industry assets and partner strategies to accelerate customer adoption and business growth.</p> <p>How to engage the personas (e.g. CRO, compliances)</p>
10:45am	Break		
11:00am	200	Modern Data Foundations	<p>Explore how AWS data services power modern generative AI solutions through three essential data patterns: data unification, vector search for RAG, in-memory caching for inference, and state management for AI interactions. Learn how AWS Partners leverage Aurora with pgvector, OpenSearch, DynamoDB, and ElastiCache to build production-ready GenAI solutions across industries. We'll demonstrate how these patterns translate into repeatable offerings and co-selling opportunities with AWS, plus effective strategies for positioning and selling data-driven GenAI solutions to key stakeholders. Join this interactive session for practical insights into reference architectures, use cases, and approaches to accelerate your GenAI practice and sales effectiveness.</p>
11:30am	200	Industry GenAI Use Cases	<p>This session explores real-world applications of Generative AI across diverse industry sectors, and Line of businesses, showcasing how organizations are leveraging these transformative technologies to drive innovation and operational efficiency.</p>
12:00pm	Lunch		
1:00pm	200	Ask me Anything panel - Day in the Life of an AWS Seller	Understanding AWS Sales Roles and Maximizing Partner Alignment
1:35pm	200	Domain Focus Security - Top Security Sales Plays	<p>Discover how to maximize your success in the AWS security market segment through key sales plays and go-to-market motions. Learn to effectively position your security offerings across customer cloud journey phases: Inform, Migrate and Build, and Manage. We'll explore high-demand offerings including security assessments, secure architecture implementation, and managed security services. Understand how to increase deal sizes, shorten sales cycles, and tap into the massive opportunity presented at hand. Key Topics include strategic security sales plays, high-value security service offerings and best practices for removing barriers to scale your offerings.</p>
2:30pm	Break		
2:45pm	200	Maximizing Your AWS Partnership in Public Sector	<p>Learn about resources that can help you accelerate your Public Sector journey and revenue on AWS. In this session you will learn about resources and best practices that can help you Build, Market, Grow, and Sell your Public Sector practice on AWS, along with real-world use cases.</p>
3:30pm	200	Closing	
4:15 pm	End of day survey		