



# PartnerEquip: Live – Dubai

Exclusive event for Specialized Partners

24-26 March 2026

Dubai, UAE

## Applied AI Solutions - Business Apps (including Amazon Connect)

The newly added Applied AI Solutions track at PE: Live 2026 focuses on AWS' AI-powered business applications. In this track, you'll discover how AWS leverages Amazon's extensive experience to deliver intuitive applications that solve real-world business challenges.

From Amazon Connect's AI-powered customer experience platform and agentic capabilities to Secure Work Enablement (Amazon WorkSpaces), Communication Developer Services (Amazon Simple Email Service, AWS End User Messaging), we'll showcase how organizations can harness the power of AI to enhance operational efficiency, automate workflows, transform customer experiences, and deliver business outcomes.

Through 20+ advanced technical sessions (300-400 level), hands-on workshops, and executive engagements, partners will gain exclusive insights into AWS's latest AI advancements and real-world implementations. With a carefully curated agenda balancing local expertise with global content, the program aims to enhance partners' ability to co-sell and deliver Applied AI Solutions while fostering collaboration across the AWS Partners.



## Day 1 Agenda: Tuesday, 24 March

Time (GMT+4)	Level	Title	Abstract
8:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	100	AAIS Keynote	Discover how AWS's latest AI innovations are transforming regional businesses, featuring real-world implementations and strategic insights for practical AI adoption that drives business growth.
10:45 am	200	Amazon Connect's Agentic AI Vision	Amazon Connect seamlessly integrates AI across all customer touchpoints, coating between human and AI agents to transform routine interactions into memorable experiences. Built as a cloud-native solution, it's revolutionizing contact centers through intelligent, context-aware service delivery.
11:15 am	Break		
11:30 am	200	AWS End User Computing: Service Evolution, recent Innovations & Future roadmap	Discover AWS End User Computing's transformation and future roadmap. Learn about portfolio unification, major feature releases enhancing security and performance, plus an exclusive NDA preview of upcoming innovations. Whether using Amazon WorkSpaces or exploring cloud desktops, gain knowledge to maximize value from AWS EUC services.
12:00 pm	300	WorkSpaces Core and Core Managed Instances	AWS WorkSpaces Core Managed Instances provides customizable EC2-based virtual desktops, simplifying VDI migrations while managing infrastructure lifecycle. Organizations can leverage existing AWS discounts and Savings Plans for both persistent and non-persistent workloads.
12:30 pm	Lunch		
1:30 pm	200	Creating Integrated AI Offerings with Differentiation to Kickstart Enterprise Deals	Beyond Point Solutions: In this session, you will learn a methodology for developing AI strategies rooted in customer understanding. You'll discover how to differentiate your engagements with cohesive solutions and explore frameworks for identifying high-impact use cases to position yourself as a strategic AI partner.
2:15 pm	300	Nova Speech-to-Speech Models in Amazon Connect	Discover how speech-to-speech integration revolutionizes Amazon Connect self-service. Learn to implement natural voice interactions with real-time analytics, enhancing customer experience through sophisticated conversational AI capabilities
3:00 pm	Break		
3:15 pm	300	Physical AI Architectures for Real-Time Cities	Deep dive into Physical AI systems combining edge IoT, streaming pipelines, and AI models. Covers latency trade-offs, edge vs cloud inference, device identity, and trust boundaries in autonomous smart cities.
3:45 pm	200	CX for Industries	Discover how organizations across different industries are transforming customer experience with AWS. This session explores real-world CX use cases spanning multiple verticals.
4:15 pm	300	Connect Agentic AI: Revolutionizing Agent Assistance Through Intelligent Workflow Integration	Discover how Amazon Connect's new AI-driven agent interface unifies Quick Connect with step-by-step guides. See how intelligent automation reduces agent training time, improves accuracy, and enhances customer service through smarter workflows.
4:45 pm	Wrap Up		
5:00 – 7:00pm	Welcome Reception (badge required)		



## Day 2 Agenda: Wednesday, 25 March

Time (GMT+4)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	300	Transforming customer experiences with agentic AI	Transform communication platforms into intelligent engagement engines. We'll explore a serverless AWS architecture that leverages Agentic AI to dynamically route messages across SMS, WhatsApp, and email based on real-time user engagement propensity. Through Generative AI-powered content adaptation—automatically converting rich WhatsApp media into compliant, high-impact SMS—we'll address critical challenges around deliverability decline and marketing budget efficiency.
10:45 am	300	Building Intelligent Email Campaigns	Discover sending automated, personalized marketing and transactional emails at scale using Amazon SES. This session demonstrates how to integrate AI-powered content generation, validation, and improvement into your email workflows, ensuring every message is relevant, error-free, and tailored to your customers.
11:15 am	Break		
11:30 am	300	Contact Center in a Box + Zero Trust Device	Transform your contact center operations with a secure, cost-effective, and streamlined solution with Amazon End User Computing (EUC) and Amazon Connect. This session delves into how AWS can address the challenges of traditional corporate computing devices, offering a future-forward approach to agent productivity and security. Empower your customers with enhanced security, reduced costs, and improved agent experience.
12:30 pm	Lunch		
1:30 pm	200	Ask the expert Panel	Join AWS SMEs for an interactive Q&A session. Get expert answers to your technical and strategic questions, share challenges, and learn best practices from real-world implementations
2:15 pm	300	AI Digital Twins for Real-Time Urban Systems	Explore AI-driven digital twins built on real-time telemetry, simulation models, and feedback loops. Learn how data pipelines, latency control, and secure trust zones enable scalable smart city operations.
3:00 pm	Break		
3:15 pm	400	Hand-On Workshop: Optimize customer conversations in your IVR with Amazon Connect	Discover how to set up effective interactive voice response (IVR) experiences in Amazon Connect by combining structured and unstructured conversation designs. Through hands-on exercises, learn when to use structured pathways for specific outcomes versus unstructured approaches for handling ambiguous inquiries. You'll gain practical knowledge to implement the right IVR strategy based on your business requirements and customer needs.
4:45 pm	Wrap Up		
5:00 – 8:00pm	Evening Networking Reception (badge required)		



## Day 3 Agenda: Thursday, 26 March

Time (GMT+4)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	300	Unified Performance Metrics: Bridging AI and Human Agent Evaluation in Amazon Connect	Learn how to evaluate AI and human agents using a unified performance framework. Discover how standardized metrics enable data-driven decisions, consistent service quality, and continuous improvement across your entire contact center workforce.
10:45 am	300	Enable Omnichannel Experiences with Amazon Connect Email	Learn how Amazon Connect Email can boost customer satisfaction and agent productivity through automated email management. See demos of AI-powered features that streamline customer service operations and enable proactive communication.
11:15 am	Break		
11:30 am	300	Delivering AI Powered tools, Securely to End Users from Anywhere on Any Device	Amazon WorkSpaces delivers secure virtual desktops and applications with AI-powered tools, supporting diverse user needs - from developers using Q Dev and Kiro, to business users with Q for Business, and data scientists leveraging Bedrock and SageMaker.
12:00 pm	300	Data-driven Contact Centers: Maximizing Amazon Connect Analytics	Transform your contact center with Amazon Connect's analytics. Learn how to convert data into measurable business outcomes through journey analysis, sentiment coaching, and agent wellness programs. See real examples of cost reduction and CX improvement.
12:30 pm	Lunch		
1:30 pm	300	Mastering CX Automation: Unleashing the Power of Amazon Connect's Rules Engine	In the ever-evolving landscape of customer experience (CX), automation has become a key differentiator for businesses striving to deliver exceptional service efficiently. This chalk talk session will dive deep into the capabilities of Amazon Connect's Rules Engine, exploring how it can be leveraged to automate a wide array of CX tasks, streamline operations, and enhance customer interactions.
2:15 pm	300/400	Amazon Connect Earn a Badge Session	Earn official Amazon Connect learning badges during this hands-on certification session. Choose from multiple specializations, complete assessments with expert guidance, and walk away with verified Credly credentials to showcase your expertise.
3:00 pm	Break		
3:15 pm	300	Hands on Lab: Build AI-Powered Dashboards for Virtual Desktops	Learn to enhance Amazon WorkSpaces management using AI-powered analytics and CloudWatch metrics. Create intelligent dashboards that detect usage patterns and automate troubleshooting. Implement automated monitoring workflows for improved performance insights and user experience. Build response systems that optimize resource usage and reduce resolution times. Hands-on exercises will demonstrate how to establish performance baselines and leverage CloudWatch for data-driven workspace management.
4:45 pm	Wrap Up + End of Week Survey		