PartnerEquip: Live – Dubai

Exclusive event for Specialized Partners

24-26 March 2026
Dubai, UAE

SALES AND ALLIANCES
SERVICES 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.

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Day 1 Agenda
Tuesday, 24 March

Time (GMT+4)	Level	Title	Abstract
8:00am		Registration and Breakfast	
10:00 am		Welcome	
10:15 am	#	Capturing Market Opportunity with AWS	AWS is doubling down on empowering partners across Middle East to accelerate growth and deliver exceptional customer value. In this Partner Equip 2026 keynote, we will outline AWS's vision for accelerating cloud transformation through strategic partnerships. The session highlights 2025's successes, presents key priorities for 2026.
10:45 am	#	Insights Into the Generative AI Landscape	The AWS Generative AI Center of Excellence presents generative AI industry trends. This session highlights key customer pain points, buying and adoption patterns that Partners can use to tailor go to highlight opportunities by industry, understand common objections and pain points in the generative AI buying process and tailor go to market messaging to relevant adoption blockers.
11:15 am		Break	
11:30 am	200	Unlock Growth through Co-Selling with AWS	Co-sell is a collaborative sales approach where AWS and partners work together to deliver customer value through complementary services and solutions, integrated processes and tools, and aligned incentives and programs. The goal is to maximize programs and share best practices to accelerate the value exchange between customers, partners, and AWS. This session will focus on accelerating co-sell with AWS to drive greater customer value and generate more profitability.
12:00 pm	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.
12:30 pm		Lunch	
1:30 pm	200	Executive Panel Discussion	Unlocking Partner Success: Leadership Insights on Middle East Opportunities
2:15 pm	200	From POC to Value: Building Scalable Customer Success Models	As enterprises accelerate their adoption of transformative technologies like Generative AI, the role of partners in driving successful customer outcomes has never been more critical. Drawing from real-world case studies and AWS's customer success frameworks, this
3:00 pm		Break	
3:15 pm	200	Digital Sovereignty	Navigate the evolving digital sovereignty landscape with AWS's comprehensive cloud solutions. Join us to explore how AWS sovereign offerings can help your organization meet these evolving requirements while maintaining innovation velocity. In this session we'll discuss AWS's expanding global infrastructure and sovereign cloud portfolio, including the newly launched AWS European Sovereign Cloud.
4:00 pm	200	Marketing Playbook for AWS Partners Selling Gen AI Solutions	In this session, discover proven marketing strategies and tactics to effectively promote and sell your Generative AI solutions built on AWS. Learn how to successfully position GenAI offerings and accelerate revenue growth using AWS's go-to-market resources and programs. We'll explore how to amplify your GenAI value proposition to reach enterprise decision-makers through compelling messaging, AWS marketing programs, market development funds, co-marketing opportunities, and AWS Marketplace optimization. The session includes real-world success stories, actionable frameworks, and guidance on building customer proof points.
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	200	Day 2 Keynote – Accelerating Partner Success through AWS Partner Programs	AWS continues to strengthen the AWS Partner Network through enhanced programs, funding mechanisms, and go-to-market support. We'll showcase the AWS vision for how our expanded programs. Learn how AWS is committed to streamlining partner engagement through advanced tools like Partner Central and AWS Marketplace, while expanding funding benefits across training, innovation, and market development initiatives. Join us as we explore how these enhancements create unprecedented opportunities for partner growth and customer success.
10:45 am	200	Partner Profitability	Maximise 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.
11:15 am	Break		
11:30 am	200	Partner Matching Engine – Services Focus	Improve your visibility with sellers and customers by maximizing your co-sell recommendation score and understanding our tooling. Discover how AWS Partner Matching Engine helps customers find the right AWS Partners for their business needs. Learn how this intelligent matching solution uses advanced algorithms to connect customers with partners based on their specific requirements, industry expertise, geographic location, and AWS competencies.
11:30 am	200	Maximizing AWS Partner Central: 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.
12:30 pm	Lunch		
1:30 pm	200	Ask me Anything Panel	AWS Partner Programs, as key to partner success. Ask the experts and learn about the new features of Partner Programs.
2:15 pm	200	Scale Co-sell through Marketplace	Discover the Marketplace landscape and related program such as MPOPP (Marketplace Private Offer Promotion Program) with 5X more partners supported and next-day credit processing, SaaS Co-Sell Benefit continuation in FY26, and how to maximize marketplace co-sell opportunities
3:00 pm	Break		
3:15 pm	200	Using MAP for Customer Success	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.
4:00 pm	200	Partner Funding – SI Focus	How Funding benefits are tailored to meet your business needs around training, new product and solution development, and go-to-market activities, enabling you to reach new customers and differentiate your business.
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	200	Day 3 Keynote – GTM: Aligning AWS and Partner Solutions for Customer Success	Discover how AWS and partners can drive industry-specific outcomes through our strategic go-to-market framework. Learn to leverage AWS's industry use cases, across 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.
10:45 am	200	industry GenAI Use Cases	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.
11:15 am	Break		
11:30 am	200	Domain Focus Security – Global Security & Compliance Acceleration	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.
12:00 pm	200	From POC to Value: Building Scalable Customer Success Models	As enterprises accelerate their adoption of transformative technologies like Generative AI, the role of partners in driving successful customer outcomes has never been more critical. Drawing from real-world case studies and AWS's customer success frameworks, this session explores how partners can help clients navigate the journey from pilot to enterprise-wide value realization.
12:30 pm	Lunch		
1:30 pm	200	Ask me Anything panel - Industry/Domains	Partners want to navigate the complexity of AWS's sales organization and understand how to effectively engage with different seller roles. This panel brings together diverse AWS sales leaders to provide insights into their daily operations, decision-making processes, and how partners can best align with their goals and activities.
2:15 pm	200	Modern Data Foundations for Generative AI	Generative AI is transforming how customers interact with data, but unlocking its value starts with the right foundation. In this session, we'll break down how AWS data services — including our databases, analytics, and AI-native capabilities — help customers prepare their data for GenAI use cases like intelligent search, chatbots, and decision automation. You'll learn how to identify common data challenges, position the value of vector databases and Retrieval-Augmented Generation (RAG), and confidently guide conversations around scalable, secure, and cost-effective GenAI solutions. Whether you're talking to a startup or an enterprise, you'll leave this session ready to connect GenAI vision to real-world data strategy.
3:00 pm	Break		
3:15 pm	200	High Performance Computing, Innovating in the Public Sector	Join us to learn how Public Sector organizations are innovating with High Performance Computing (HPC) on AWS. This session will discuss Public Sector success stories, value propositions for HPC, differentiators of running HPC workloads on AWS, and materials to get started with HPC on AWS. AWS has vast experience enabling our Public Sector Partners to drive innovation for their customers' missions.
4:00 pm	200	From Learning to Action: Maximizing Your AWS Partnership in Public Sector	As we conclude this information-packed conference, this session will help you synthesize key learnings and understand how to leverage AWS resources for public sector success. Learn how to leverage the WWPS Industry Domain team, build powerful multi-partner solutions, and drive winning go-to-market strategies. You'll come away from the session understanding how to take immediate, actionable steps to turn your conference insights into results.
4:45 pm	Wrap Up + End of Week Survey		