Data/AI/NGDE

The Data/AI/ NGDE track will bring together industry leaders and technical experts to explore the latest advancements in artificial intelligence, data analytics, and next-generation digital experiences. Attendees will have the opportunity to learn from a series of roadmap reviews, deep dive sessions and hands-on labs covering key topics such as leveraging Amazon Bedrock to deploy the latest generation of Amazon Nova models, building explainable AI systems, utilizing Q Developer to automate code reviews & unit testing and operationalizing data lakes for real-time analytics. By attending this conference, participants will gain practical knowledge and actionable insights to drive innovation, improve operational efficiency, and enhance customer experiences within their organizations. These sessions are targeted towards technical personas who already have an intermediate or better understanding of AWS generative AI & data services.

Tuesday October 7th: Agenda

GMT	Level	Title	Abstract
8:00 am		Breakfast	
9:00 am		Welcome	
9:15 am	100	Track Keynote	Join us as we explore AWS's vision and strategy for Generative AI. Looking across the three different track pillars you will learn about during this conference, attendees will gain a better understanding of the past and future vision for generative AI. After this session you will be prepared to articulate the better together story between AWS and your organization as you grow your generative AI practice or offering.
10:00 am	200	Bedrock Overview: New Features & Roadmap	This short session will take you through the recent updates from Amazon Bedrock by looking at the updates through each of the 5 pillars of Bedrock: Choose the best model, Customize with your data, apply safety & responsible AI checks, build & orchestrate agents and optimize for cost latency & accuracy. We will discuss the release of the new Amazon Nova Models and look ahead at the roadmap for Amazon Bedrock
10:30 am		Break	
11:00 am	300	Bedrock Deep Dive featuring Nova. Focus on ROI modeling through simulated responses including multi modal ROI	In this session we will discuss different architecture types of generative AI deployments including looking across modalities of inference using the new multi-modal Amazon Nova model family. The session will focus on cost implications of using different models for different types of generative AI deployments and different inference modalities
12:00 pm		Lunch	
1:00 PM	300	Simplifying multimodal generative AI with Amazon Bedrock Data Automation	Take a look at how Amazon Bedrock can help simplify multimodal generative AI with Amazon Bedrock Data Automation. We will provide a deep dive on Amazon Bedrock Data Automation announced at re:Invent 2024 and conduct a demo of how Amazon Bedrock data automation can be used for everything from text to images, audio and video.
1:30 pm	200	Strands Agents	This 300 level session provides an overview of the Strands Agent SDK framework and a demo of how to use strands in your own deployments
2:00 pm	300	Agentic best practices deep dive featuring MCP	This technical deep dive explores comprehensive best practices for implementing enterprise-grade agentic AI systems, covering workflow orchestration, and multi-agent collaboration frameworks. Attendees will learn how to design and implement scalable, secure, and efficient agentic systems that can automate complex workflows while maintaining proper governance and observability controls.
3:00 pm		Break	
3:15 pm	300/ 400	Amazon Bedrock multi-agent collaboration	Amazon Bedrock Agents is a fully managed service that enables generative AI applications to execute multistep tasks across an organization's systems and data sources. You can create an agent in Amazon Bedrock in just a few quick steps, accelerating the time it takes to build generative AI capabilities into applications. The goal of this workshop is to give you hands-on experience with Amazon Bedrock Agents new multi-agent collaboration capability, the easiest way to build, deploy and manage multiple AI agents working together.
4:45 pm		End of Day Survey	
5:00 – 6:00 pm		Welcome Reception (On-Site - Badge Required)	

Agenda

Wednesday, October 8th:

GMT	Level	Title	Abstract
8:00 am			Breakfast
9:00 am	100	NGDE Welcome and Keynote	us as we examine the vision for the Next Generation of Developer Experiences, where AI augmentation and human creativity combine to create unprecedented possibilities in software engineering
9:45 am	200	Adopting AI-Driven Development with Amazon Q Developer	Jump-start your AI development journey with Amazon Q Developer, your first step toward intelligent, automated coding practices. Watch natural language transform into production-ready code as we demonstrate everything from quick setup to autonomous feature development. Learn effective prompt engineering and evolve your workflow to fully automated development.
10:30 am			Break
10:45 am	300	Crafting Intelligent Development Workflows with CLI and MCP	Eliminate time wasted on context-switching and complex command memorization in today's fast-paced development landscape. Learn how Q Developer CLI with MCP integration transforms your terminal into an AI-powered, context-aware environment that seamlessly connects to your tools and data sources. Control complex systems through natural language, letting developers focus on innovation.
11:30 am	300	Accelerating Enterprise Modernization with AI-Powered Tools	Modernizing legacy applications is a critical challenge for organizations, with outdated systems hindering agility and innovation. Learn how Q Developer and AWS Transform's agentic AI modernizes Java, .NET, and COBOL applications while accelerating VMware migrations. Through demos and examples, master best practices for maintaining business logic integrity across platforms.
12:00 pm			Lunch
1:00 pm	300	Beyond Code: Q Developer Operations & Integrations	Discover how Amazon Q Developer extends beyond code assistance to provide comprehensive operational and business insights. Explore Q Developer's integration with GitLab Duo and AWS services, while learning how to investigate operational issues, analyze AWS billing, understand resource usage, and troubleshoot infrastructure problems. Learn how to leverage these capabilities to maximize your AWS investment while maintaining operational excellence
1:30	300	Q Specialized Agents	The Q specialized agent represents a significant leap forward in AI-powered productivity tools, integrating Q Automate, Q Apps, Q in QuickSight, and Q Business. This integration streamlines workflow automation, app development, data visualization, and business intelligence processes, offering a seamless experience for line of business users. In this session we will discuss various methods where partners could benefit building competency and solution around Q specialized agents.
2:00 pm	400	Setting up Q Developer for Enterprise Success	Learn the proven approach for running Q Developer proof-of-concepts (POCs) and driving enterprise-wide adoption. Discover how to structure your POC for maximum impact by selecting the right pilot teams, configuring internal code patterns, establishing success metrics, and leveraging the new GitLab Duo integration, all while following AWS best practices for enterprise security and governance standards.
2:30 pm			Break
2:45 pm	200	What's Next for Q?	Join us to discuss upcoming capabilities in Amazon Q Developer & Q Business and our vision for the future of AI-powered development. Learn about planned features across language support, IDE integrations, and transformation capabilities.
3:15 pm	400	Hands-on with Amazon Q	Put your learning into practice in this guided hands-on workshop. Work through real-world scenarios using Amazon Q Developer's core features, transformation capabilities, and enterprise integrations.
4:45 pm			End of Day Survey

Agenda

Thursday, October 9th:

GMT	Level	Title	Abstract
8:00 am			Breakfast
9:15 am	200	Data Foundations Keynote	Learn key considerations for data ingestion, storage, processing, and serving to enable large language models and other generative AI applications. The session also provides an overview of recent developments, updates, and announcements across AWS data, analytics, AI/ML, and governance.
9:45 am	200	Sagemarker NextGen Overview: Features and Roadmap	This short session will take you the recent announcement of Next Generation of Amazon Sagemaker and it's key features. We will talk about how the new sagemaker platform brings together a unified experience for data, AI projects with builder experience enhanced by Amazon Q Developer. We will also provide an overview of upcoming roadmap items across AWS data & analytics.
10:30 am			Break
10:45 am	300	Leverage Amazon SageMaker Unified Studio to simplify builder experience	In this technical session, you will see and learn how Amazon SageMaker Unified Studio brings together AWS data, analytics, artificial intelligence (AI), and machine learning (ML) services into a unified development experience. You will learn the capabilities of Unified Studio for engineers to build, deploy, execute, and monitor end-to-end workflows from a single interface.
11:15 am	300	Building a unified lakehouse on Amazon SageMaker Lakehouse for advanced analytics & AI applications	We will walk you through how Amazon SageMaker Lakehouse reduces your data silos by unifying all your data. You will learn how to leverage and see a demo of this integrated lakehouse platform to serve data to power analytics and AI/ML applications.
Noon			Lunch
1:00 pm	300	Vector Databases for Generative AI Applications	In this deep dive session, you'll learn about the role of Amazon Opensearch, Amazon Aurora, Amazon Neptune, and Amazon DocumentDB as popular choices for vector databases in generative AI applications. You will learn about various choices and considerations for vector data stores on AWS and how these vector databases integrate with Amazon Bedrock. We'll also demonstrate how AWS-managed services can power GenAI applications across various use cases.
1:45 pm	300	Deep dive on Oracle Database@AWS: From Deployment to Management	This session offers a comprehensive exploration of Oracle Database@AWS offering. Key topics include Shared Responsibility Model, AWS Marketplace Integration, Provisioning Process, Architectural Overview, and Operational Workflow.
2:30 pm			Break
3:15 pm	300	Open Search Zero ETL Integration	Amazon OpenSearch Service zero-ETL integration with Amazon Security Lake, enables you to perform deeper investigations, enhance threat hunting, and proactively monitor your security posture.
2:45 pm	200	Workshop: Data Foundation for Generative AI	This workshop will navigate through all feature and capabilities of next generation of Amazon SageMaker: Amazon SageMaker Unified Studio, Amazon SageMaker Lakehouse (for Data) and Amazon SageMaker Catalog (for data governance) to solve Analytics, AIML, GenAI application development use-cases.
4:45 pm			Survey, Raffle Grand prize and Wrap up