

## AWS Summit Madrid 2018 at IFEMA

IFEMA continues to host events of the most prestigious brands with an innovative character. Latest example: on May 17, IFEMA hosted the Amazon Web Services (AWS) Summit, an event organized by AWS to bring together the Cloud Computing community in Spain with the aim of collaborating and learning about AWS' services. The event was designed with a clear message: how to get the most out of the AWS platform? From there, it helped connect customers with the AWS ecosystem, and explain the services AWS offers through technical or business sessions, with the assistance of experts in the field, and an exhibition area to learn from the AWS Partners.

**Master classes by experts.** Whether you're new to the cloud or an experienced user, the event was an opportunity to discover the latest cloud computing news. Thousands of attendees had the opportunity to attend business sessions, talk to cloud computing experts, visit the exhibition area and listen to customers from all sectors with AWS users sharing their experiences of innovation thanks to the cloud. During the keynote address, the attendees discovered how leading companies reduce their costs and improve their efficiency, as well as accelerate their digital transformation thanks to the AWS cloud.



**An exhibition area designed to connect and discover Amazon.** Throughout hall 10 of IFEMA, an exhibition area was designed, totaling 4,090 m2 with stands, training sessions, a partner expo, activities and a theater of solutions. More than 35 breakout sessions divided by theme in 7 parallel tracks -including topics such as artificial intelligence, IoT, Big Data, Serverless, DevOps, among others, took place in the 'Break-out Session area. Also during the event, talks were presented by partners of the AWS Partner Network (APN) in the 'Theater of Solutions'. In addition, it was possible to consult and get to know the latest services and solutions provided by Partners, in a space located in the 'Partners Expo'- where attendees could find the main Technology and Consulting Partners of the APN. There were also activities to get attendees to participate in the activities that took place in the 'Central Startups Expo' and 'training zone'.

**Experiential learning sessions.** One of the objectives of the event was to involve attendees in the activities. In addition to the

Keynote and the more than 35 sessions that were offered, the AWS Summit included many activities where attendees were encouraged to participate and experiment. Therefore, spaces were designed to deal with different topics such as 'Ask an expert' to help attendees with any question about AWS; the 'Expo and partner theater' with live service demonstrations and Partners presentations to help make the most of the AWS cloud; and the 'AWS Booth' to receive more information about the different teams of AWS, Public Sector and Education, Enterprise.

**Support and AWS Marketplace.** During the event, AWS offered a space to solve technical questions of attendees. Through 'AWS Gameday', they could participate, compete and win prizes in a friendly event aimed at the tech-savvy attendees, and the 'Startup Central', where participants could learn about some of the most innovative startups and discover how to take advantage of the AWS services.

