

AWS re:Invent

DECEMBER 2 - 6, 2024 | LAS VEGAS, NV

DEV 201

Build Amazon Q apps to scale and drive community engagement

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AWS Hero

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AWS



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Generative AI tools and services



APPLICATIONS THAT LEVERAGE LLMs AND FMs



Amazon Q
Business



Amazon Q
Developer



Amazon Q in
QuickSight



Amazon Q in
Connect

TOOLS TO BUILD WITH LLMs AND OTHER FMs



Amazon Bedrock

Guardrails | Agents | Studio | Customization capabilities | Custom Model Import

INFRASTRUCTURE FOR MODEL TRAINING & INFERENCE



GPUs



AWS Trainium



AWS Inferentia



Amazon SageMaker



Amazon EC2
UltraClusters



Elastic Fabric
Adapter



Amazon EC2
Capacity Blocks for ML



AWS
Nitro System



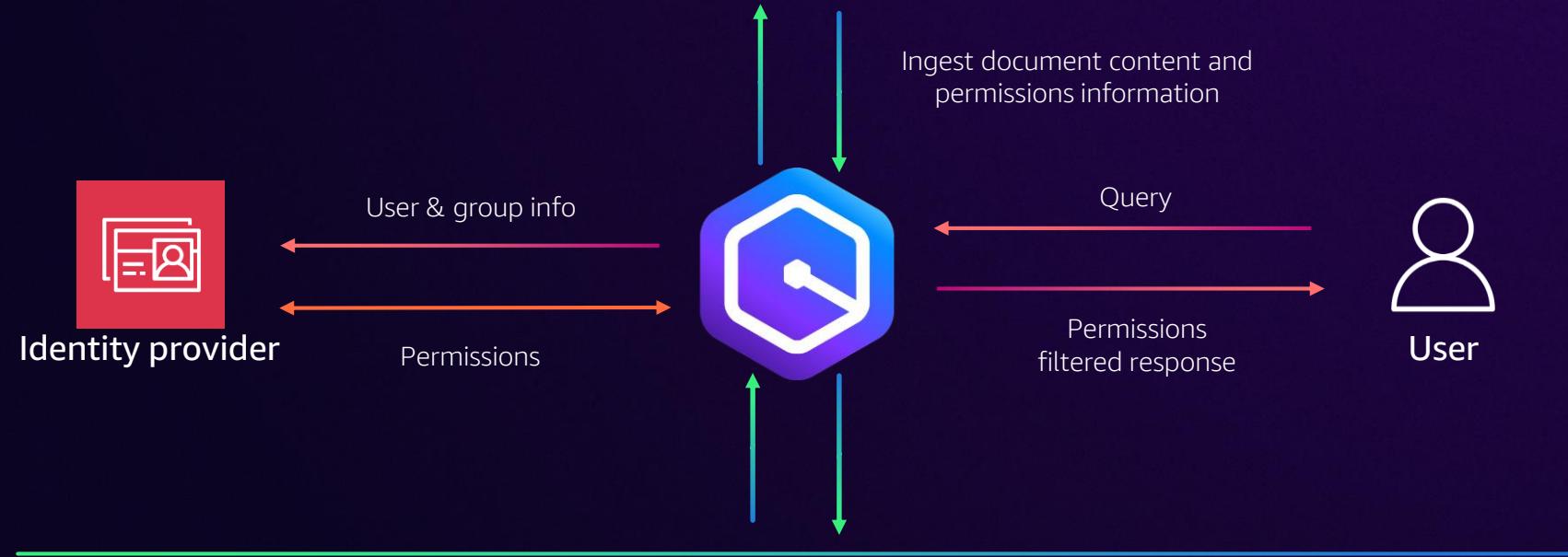
AWS
Neuron

Amazon Q Business overview

Data sources
(Connectors)



Web experience
(Chat & Apps)



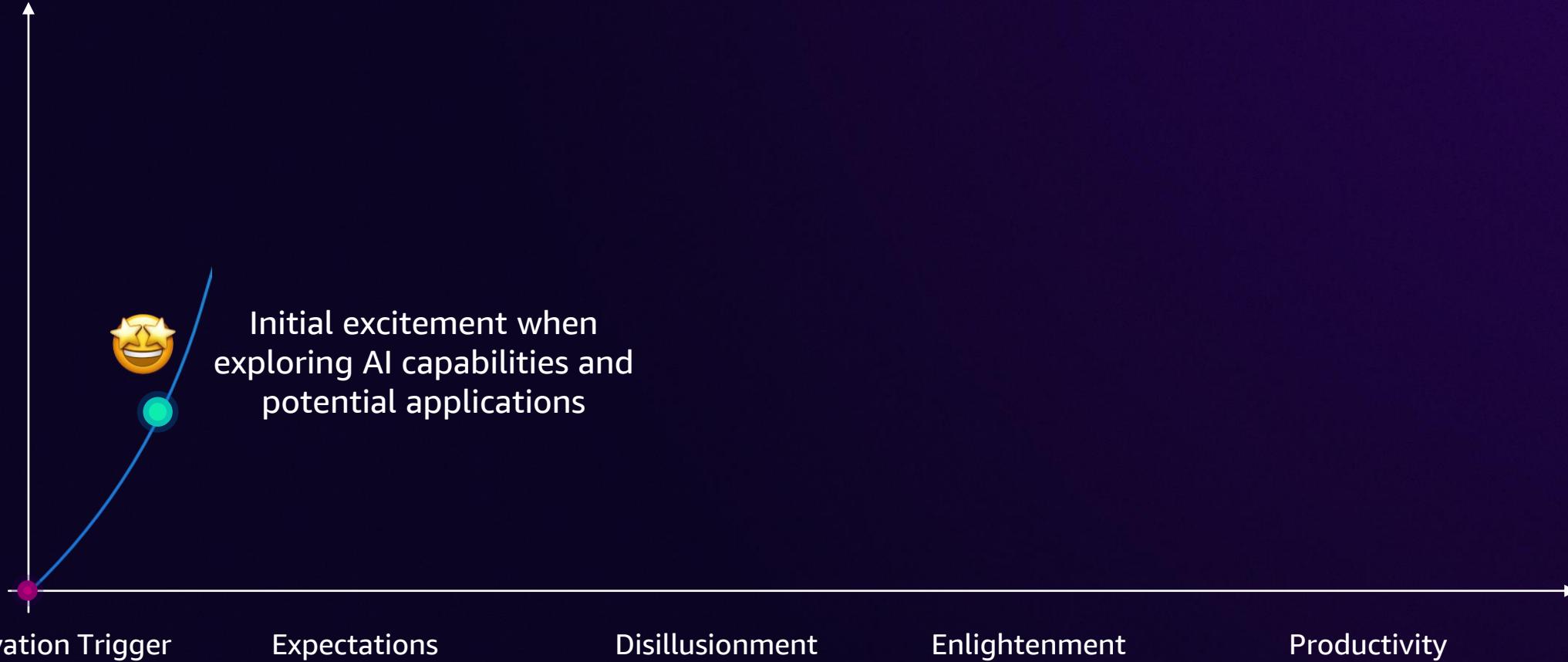
Actions
(Plugins)



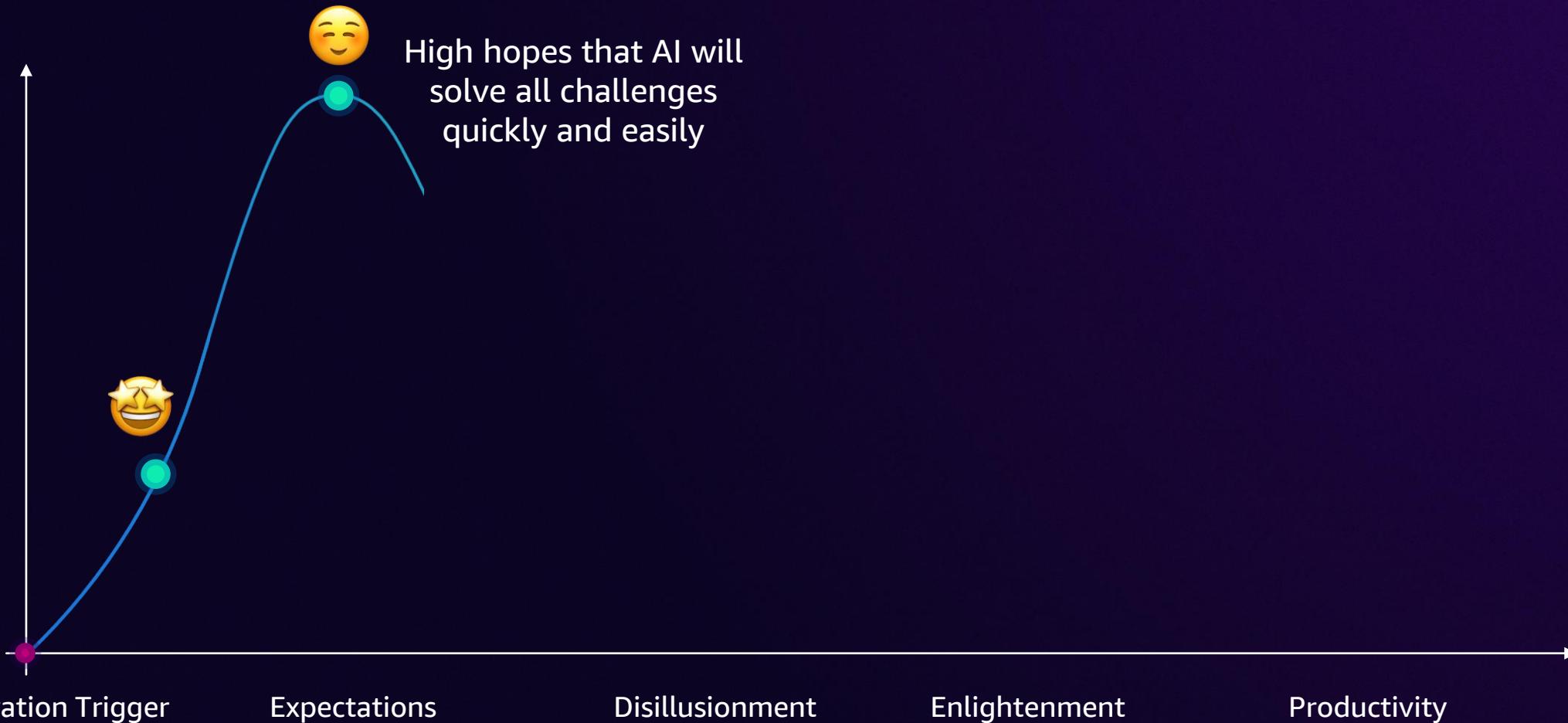
The learning curve of building an AI application



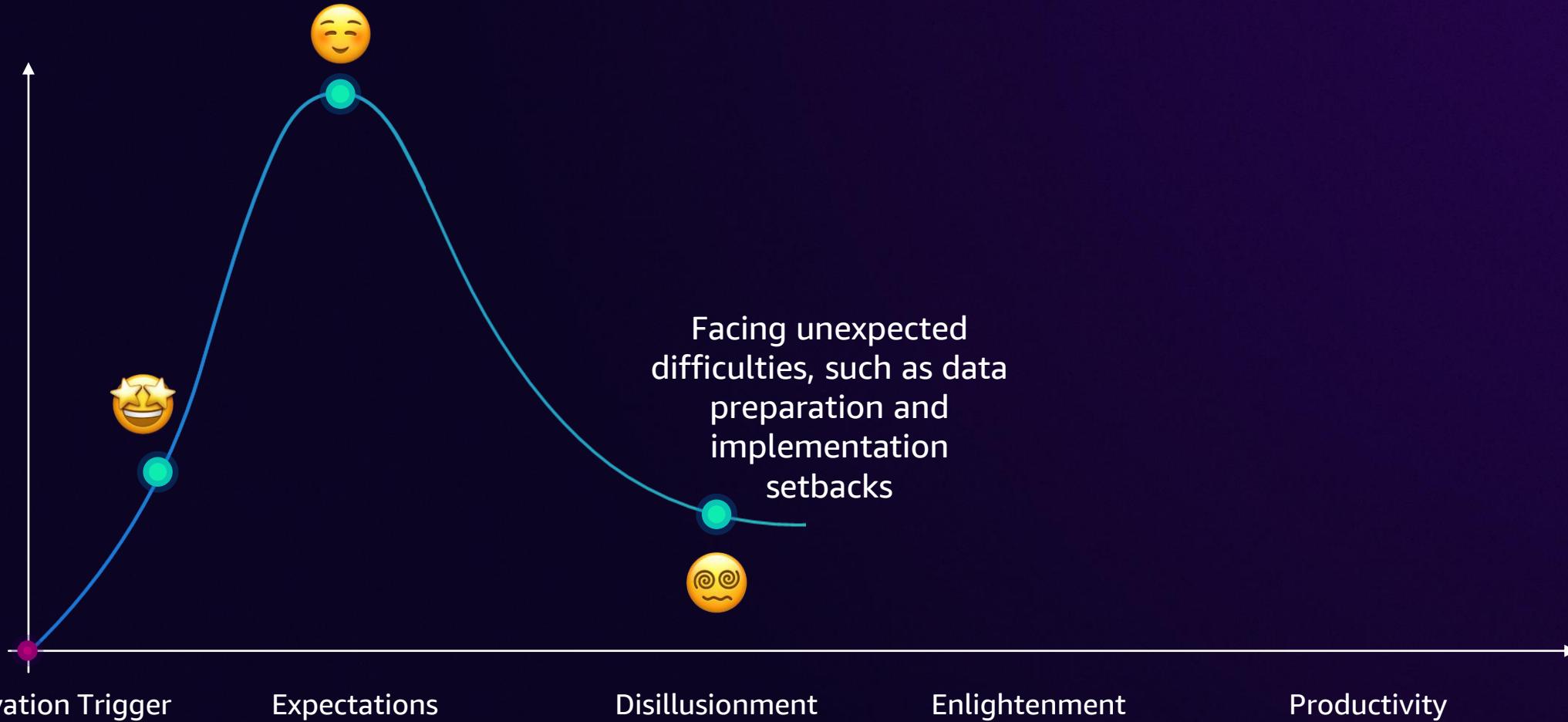
The learning curve of building an AI application



The learning curve of building an AI application



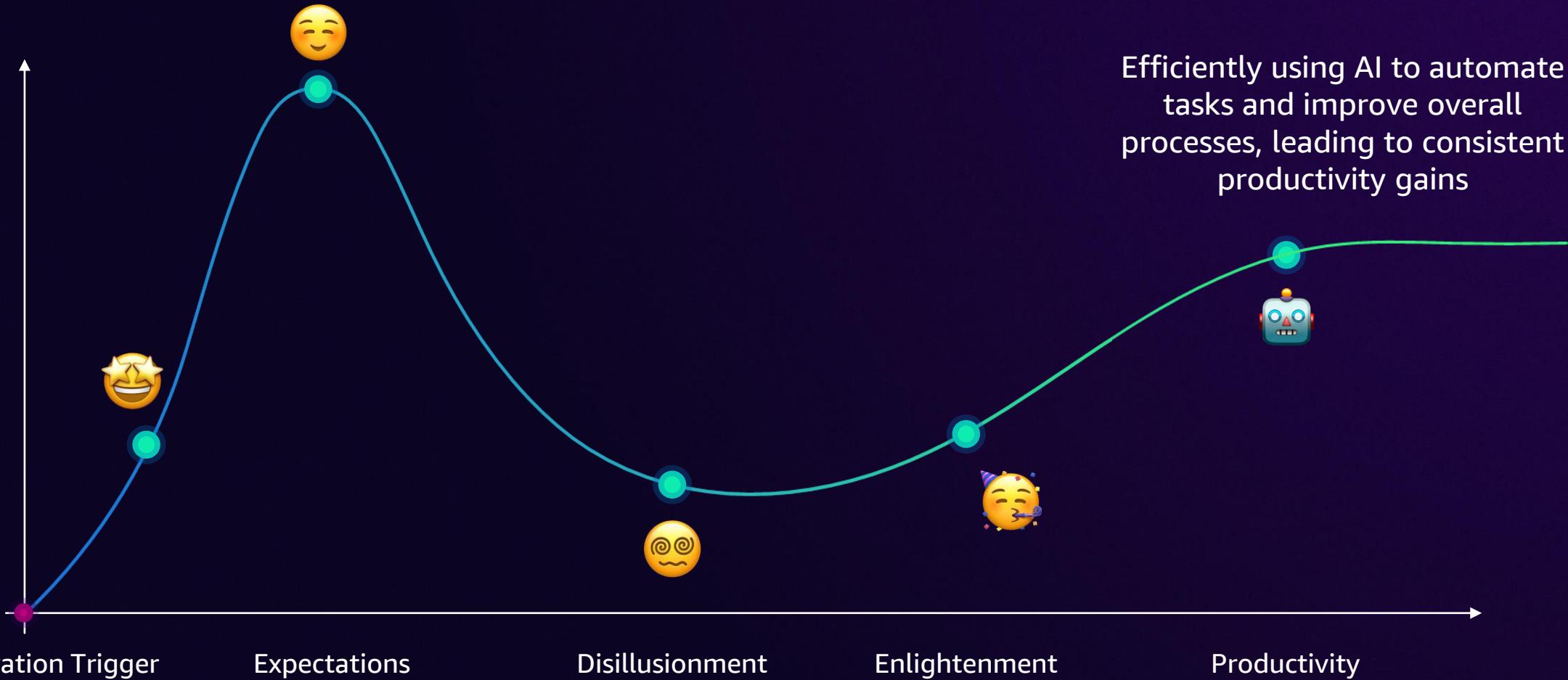
The learning curve of building an AI application



The learning curve of building an AI application



The learning curve of building an AI application



Event organization

<https://www.meetup.com/amazon-web-services-aws-vienna/>

AWS USER GROUP MEETUP PREPARATION GUIDE

Who needs to do what & when



AWS
User Group
Vienna / Austria



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2 months to go -

If you don't have a venue,
we can find one for you

PICK A DATE & A VENUE



4-6 weeks to go -

If you don't know any
speakers, we can also help



PICK A TOPIC AND FIND SPEAKERS

3-4 weeks to go -

PREPARE PROMOTION & SCHEDULE MEETUP

2 weeks to go -



SPREAD THE WORD ON SOCIAL MEDIA

- THE TIMELINE

Wednesday, November 23, 2022
5:00 PM to 9:00 PM CET
[Add to calendar](#)

Millennium Tower
Handelskai 94-96 · Wien, Br
How to find us
EBCONT Office, Floor 36

- THE AGENDA

AWS Meetup #26 - hosted by EBCONT

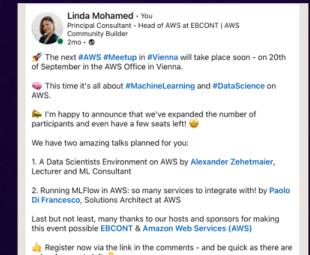
Agenda

17:00 - 18:00: Entry & Networking
18:00 - 18:10: Welcome and Introduction AWS Community Vienna
18:10 - 18:20: Welcome and Introduction EBCONT
18:30 - 19:20: 1. Talk: Serverless Architecture Patterns
19:10 - 19:40: 2. Talk: Building a StartUp on Serverless
19:40 - 19:45: Thank you & Closing
19:45 - Open End: Networking

- THE VISUALS



- THE PROMOTION



#1

*Identify
Location*

1. Data: AWS User Groups

The screenshot shows the homepage of the AWS User Group Timisoara. It features a purple header with the group's name and a QR code. Below the header, there are sections for 'About', 'Events', 'Members', 'Photos', and 'Discussions'. A 'What we're about' section describes the group as a community of developers interested in AWS. A 'Past events (15)' section lists an event from November 14, 2024, with 17 attendees. The footer includes the AWS logo.

Static content



The screenshot shows the 'Learn' and 'Connect' sections of the AWS Developer Center. The 'Learn' section encourages users to expand their technical expertise through peer-to-peer learning opportunities. The 'Connect' section promotes networking with other local developers. Below these sections is a 'User Groups by Region' search interface.

Dynamic content



The screenshot shows a browser developer tools Network tab with a request for AWS User Group data. The request URL is https://aws.amazon.com/api/dirs/items/search?item.directoryId=community-user-groups&sort_by=item.additionalFields.ugName&sort_order=asc&size=24&item.locale=en_US. The response shows a JSON payload containing user group data, including the AWS User Group Timisoara entry and other global groups like AWS Global#location#emea.

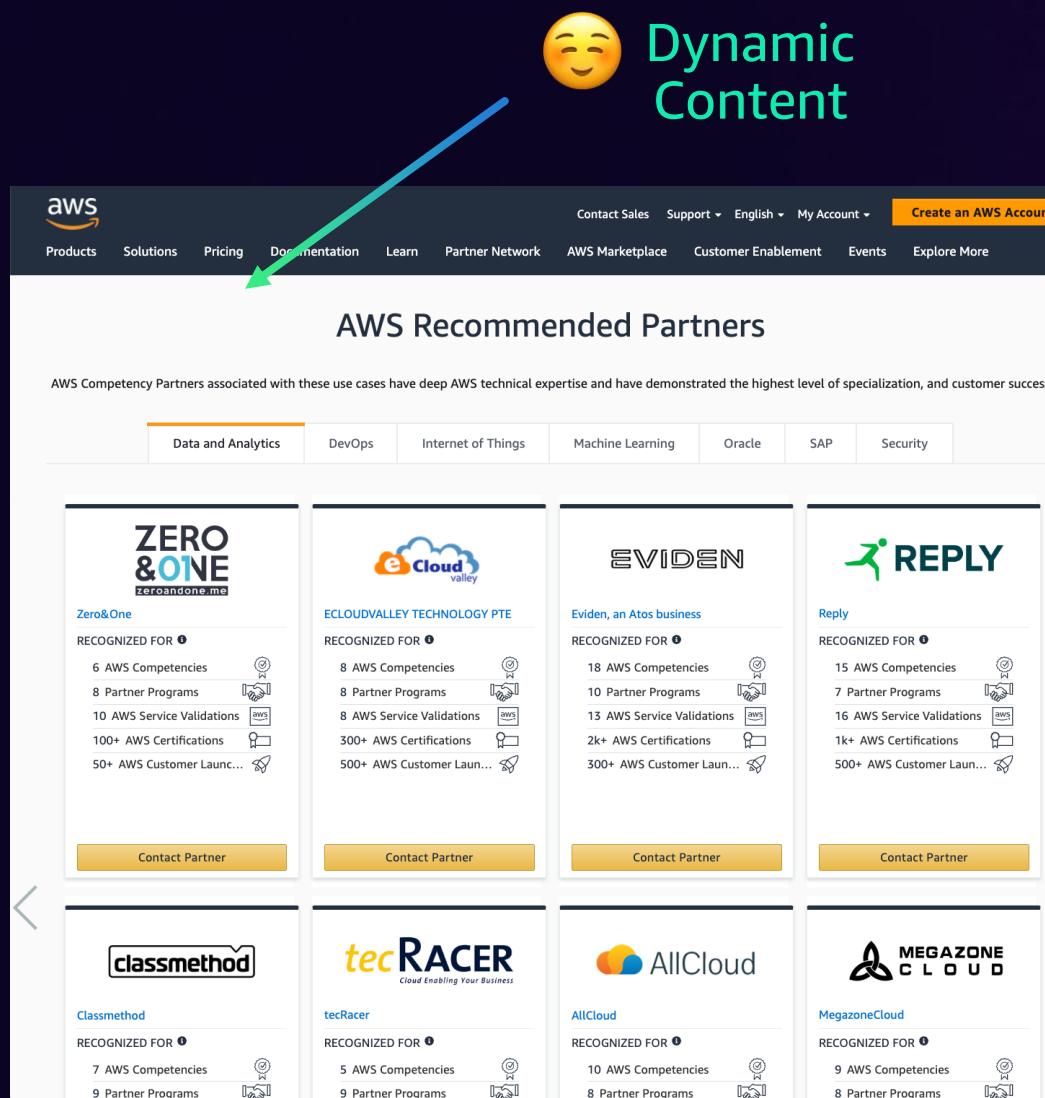
```
https://aws.amazon.com/api/dirs/items/search?item.directoryId=community-user-groups&sort_by=item.additionalFields.ugName&sort_order=asc&size=24&item.locale=en_US
GET
200 OK
13.226.225.87:443
strict-origin-when-cross-origin

Content-Encoding: gzip
Content-Type: application/json; charset=UTF-8
Date: Mon, 18 Nov 2024 22:34:35 GMT
Server: Server
Set-Cookie: aws-priv=eyJ2IjoxLCJldSI6MCwic3QiOJB9; Version=1; Comment="Anonymous cookie for privacy regulations"; DPretty-print checked
Expires:Tue, 18 Nov 2025
aws-mkt0-trk=id%3A112-
{
  "items": [
    {
      "id": "community-user-groups#aws-user-group-timisoara",
      "locale": "en_US",
      "directoryId": "community-user-groups",
      "name": "AWS User Group Timisoara",
      "dateCreated": "2023-05-30T22:47:02+0000",
      "dateUpdated": "2023-05-30T22:47:13+0000",
      "additionalFields": {
        "ugName": "AWS User Group Timisoara",
        "ugLocation": "Timisoara, Romania",
        "ugURL": "https://www.meetup.com/aws-timisoara",
        "ugCategory": "General AWS User Groups"
      }
    },
    {
      "id": "community-user-groups#category#general-aws",
      "locale": "en_US",
      "tagNamespaceId": "community-user-groups#category",
      "name": "general-aws",
      "description": "\u003Cp\u003Egeneral-aws\u003C/p\u003E\n",
      "dateCreated": "2022-04-27T01:59:00+0000",
      "dateUpdated": "2022-04-27T01:59:00+0000"
    },
    {
      "id": "GLOBAL#location#emea",
      "locale": "en_US",
      "tagNamespaceId": "GLOBAL#location",
      "name": "Europe, Middle East, & Africa",
      "description": "Europe, Middle East, & Africa",
      "dateCreated": "2020-02-03T05:29:43+0000",
      "dateUpdated": "2022-02-03T03:31:40+0000"
    }
  ],
  "tags": [
    {
      "id": "community-user-groups#category#general-aws",
      "locale": "en_US",
      "tagNamespaceId": "community-user-groups#category",
      "name": "general-aws",
      "description": "\u003Cp\u003Egeneral-aws\u003C/p\u003E\n",
      "dateCreated": "2022-04-27T01:59:00+0000",
      "dateUpdated": "2022-04-27T01:59:00+0000"
    },
    {
      "id": "GLOBAL#location#emea",
      "locale": "en_US",
      "tagNamespaceId": "GLOBAL#location",
      "name": "Europe, Middle East, & Africa",
      "description": "Europe, Middle East, & Africa",
      "dateCreated": "2020-02-03T05:29:43+0000",
      "dateUpdated": "2022-02-03T03:31:40+0000"
    }
  ]
}
```

Custom Web Scraping

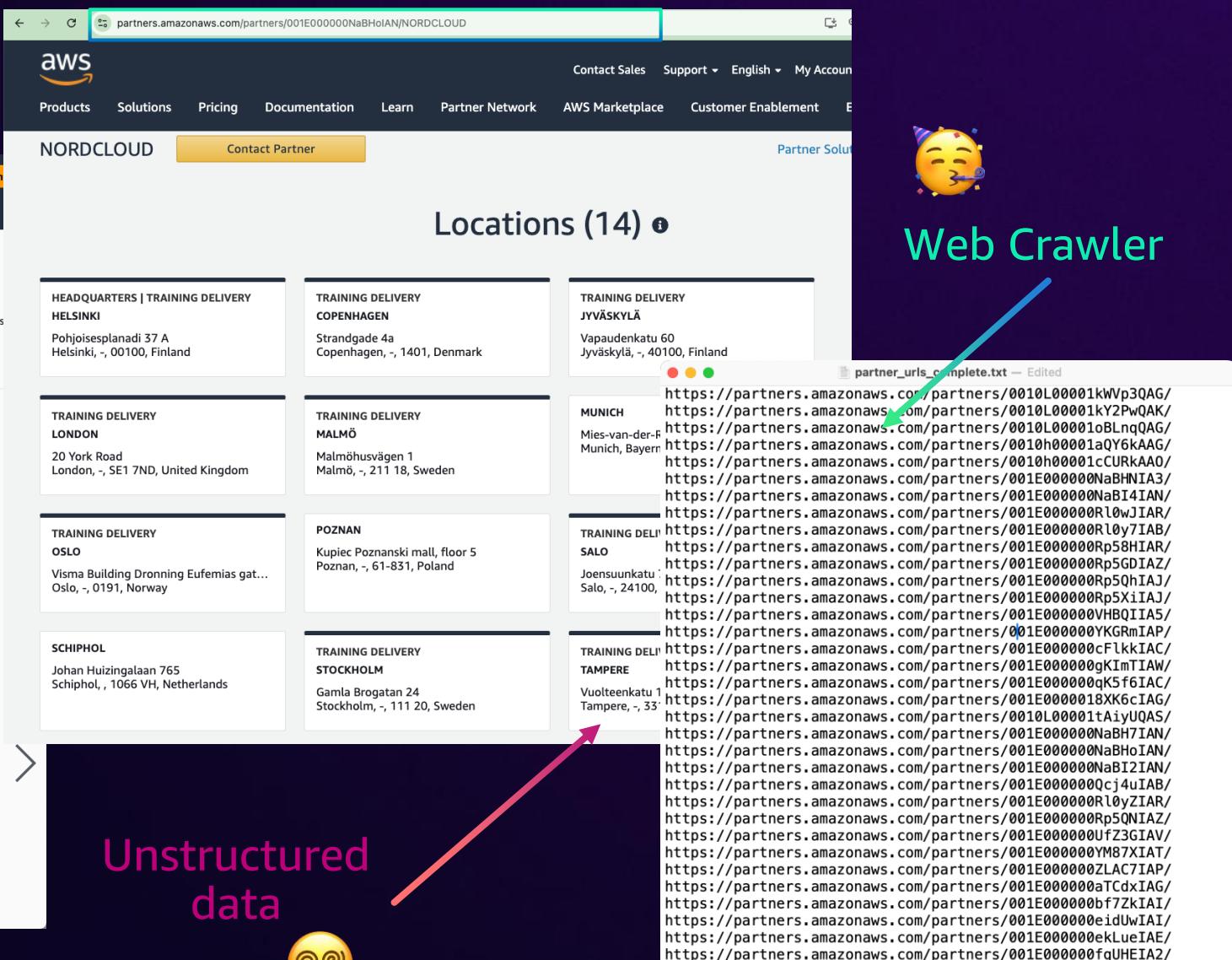


2. Data: AWS Partners



The screenshot shows the AWS Recommended Partners page. At the top, there's a navigation bar with links for Products, Solutions, Pricing, Documentation, Learn, Partner Network, AWS Marketplace, Customer Enablement, Events, and Explore More. A green arrow points from the 'Documentation' link to the 'Dynamic Content' section below. The main heading is 'AWS Recommended Partners'. Below it, a sub-headline reads: 'AWS Competency Partners associated with these use cases have deep AWS technical expertise and have demonstrated the highest level of specialization, and customer success'. There are eight partner cards displayed in a grid:

- ZERO & ONE** ([zeroandone.me](#))
RECOGNIZED FOR: 6 AWS Competencies, 8 Partner Programs, 10 AWS Service Validations, 100+ AWS Certifications, 50+ AWS Customer Launc...
[Contact Partner](#)
- eCloud valley** ([eCloudvalley Technology PTE](#))
RECOGNIZED FOR: 8 AWS Competencies, 8 Partner Programs, 8 AWS Service Validations, 300+ AWS Certifications, 500+ AWS Customer Launc...
[Contact Partner](#)
- EVIDEN** ([Eviden, an Atos business](#))
RECOGNIZED FOR: 18 AWS Competencies, 10 Partner Programs, 13 AWS Service Validations, 2k+ AWS Certifications, 300+ AWS Customer Launc...
[Contact Partner](#)
- REPLY** ([Reply](#))
RECOGNIZED FOR: 15 AWS Competencies, 7 Partner Programs, 16 AWS Service Validations, 1k+ AWS Certifications, 500+ AWS Customer Launc...
[Contact Partner](#)
- classmethod** ([classmethod](#))
RECOGNIZED FOR: 7 AWS Competencies, 9 Partner Programs
[Contact Partner](#)
- tecRACER** ([Cloud Enabling Your Business](#))
RECOGNIZED FOR: 5 AWS Competencies, 9 Partner Programs
[Contact Partner](#)
- AllCloud** ([AllCloud](#))
RECOGNIZED FOR: 10 AWS Competencies, 8 Partner Programs
[Contact Partner](#)
- MEGAZONE CLOUD** ([MegazoneCloud](#))
RECOGNIZED FOR: 9 AWS Competencies, 8 Partner Programs
[Contact Partner](#)



The screenshot shows the AWS Partner Locations page for NORDCLOUD. The URL in the browser is partners.amazonaws.com/partners/001E00000NaBhIAN/NORDCLOUD. The page has a navigation bar with links for Contact Sales, Support, English, My Account, Products, Solutions, Pricing, Documentation, Learn, Partner Network, AWS Marketplace, Customer Enablement, Events, and Explore More. A blue arrow points from the 'Contact Sales' link to the 'Locations (14)' section below. The main heading is 'NORDCLOUD' and there is a 'Contact Partner' button. The page displays 14 locations in a grid:

- HEADQUARTERS | TRAINING DELIVERY**
HELSINKI
Pohjoisesplanadi 37 A
Helsinki, -, 00100, Finland
- TRAINING DELIVERY**
COPENHAGEN
Strandgade 4a
Copenhagen, -, 1401, Denmark
- TRAINING DELIVERY**
JYVÄSKYLÄ
Vapaudentie 60
Jyväskylä, -, 40100, Finland
- TRAINING DELIVERY**
LONDON
20 York Road
London, -, SE1 7ND, United Kingdom
- TRAINING DELIVERY**
Malmö
Malmöhusvägen 1
Malmö, -, 211 18, Sweden
- TRAINING DELIVERY**
OSLO
Visma Building Dronning Eufemias gat...
Oslo, -, 0191, Norway
- POZNAN**
Kupiec Poznanski mall, floor 5
Poznan, -, 61-831, Poland
- TRAINING DELIVERY**
SALO
Joensuunkatu 1
Salo, -, 24100, Finland
- TRAINING DELIVERY**
SCHIPHOL
Johan Huizingalaan 765
Schiphol, -, 1066 VH, Netherlands
- TRAINING DELIVERY**
STOCKHOLM
Gamla Brogatan 24
Stockholm, -, 111 20, Sweden
- TRAINING DELIVERY**
TAMPERE
Vuolteenkatu 1
Tampere, -, 33100, Finland

A pink arrow points from the 'Unstructured data' text to the right side of the page, where a list of URLs for each location is shown.

Unstructured data

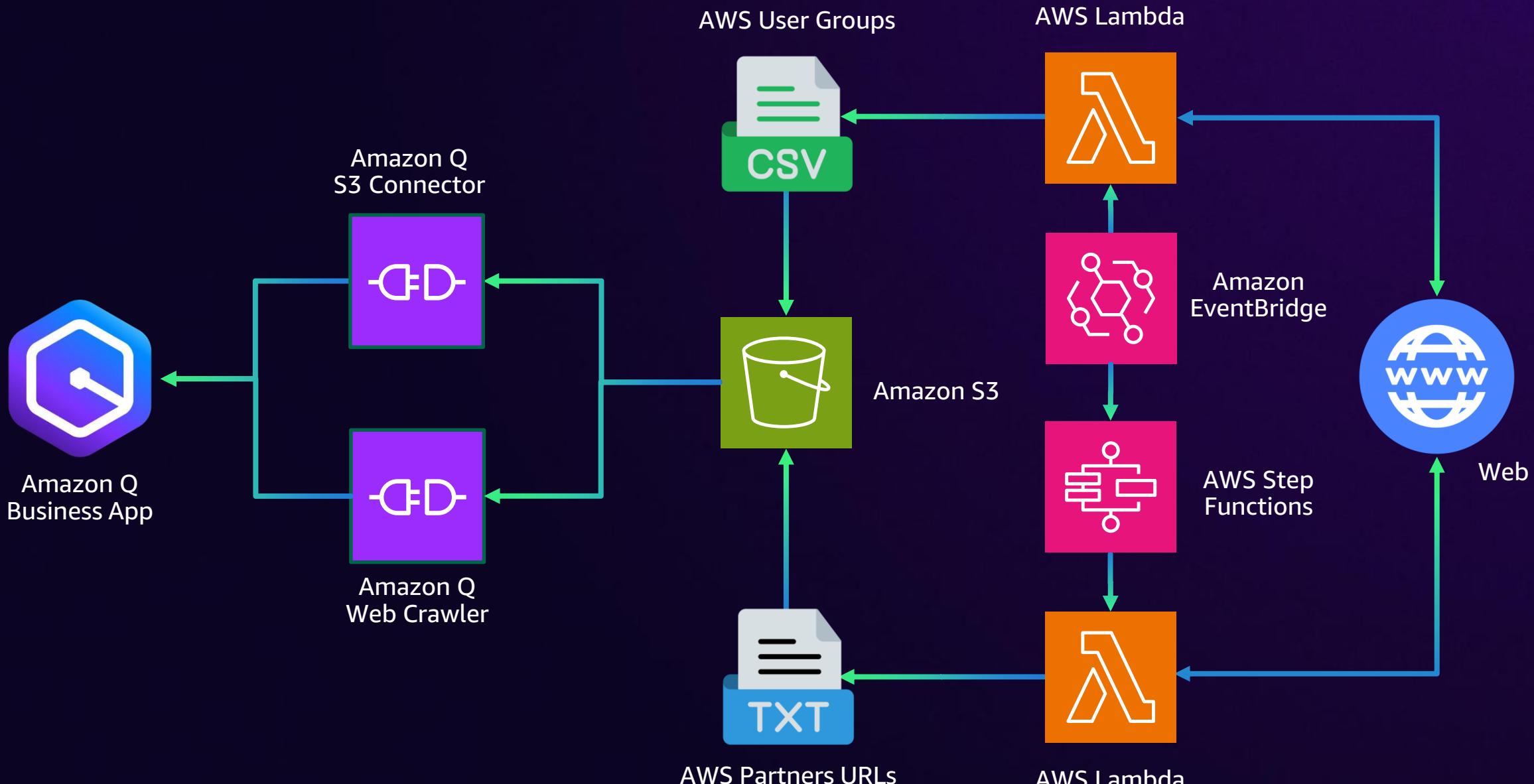
- <https://partners.amazonaws.com/partners/0010L00001kWVp3QAG/>
- <https://partners.amazonaws.com/partners/0010L00001kY2PwQAK/>
- <https://partners.amazonaws.com/partners/0010L00001a0BLnqQAG/>
- <https://partners.amazonaws.com/partners/0010h00001aQY6KAAG/>
- <https://partners.amazonaws.com/partners/0010h00001cCURKAA0/>
- <https://partners.amazonaws.com/partners/0010h00000NaBHNIA3/>
- <https://partners.amazonaws.com/partners/001000000NaBI4IAN/>
- <https://partners.amazonaws.com/partners/001000000Rl0wJIAR/>
- <https://partners.amazonaws.com/partners/001000000Rl0yJIAB/>
- <https://partners.amazonaws.com/partners/001E00000Rp58HIAR/>
- <https://partners.amazonaws.com/partners/001E00000Rp5GDIAZ/>
- <https://partners.amazonaws.com/partners/001E00000Rp5QhIAJ/>
- <https://partners.amazonaws.com/partners/001E00000Rp5XIIAJ/>
- <https://partners.amazonaws.com/partners/001E00000VHBQIIA5/>
- <https://partners.amazonaws.com/partners/001E00000YKGRmIAP/>
- <https://partners.amazonaws.com/partners/001E00000FlkkIAC/>
- <https://partners.amazonaws.com/partners/001E00000gKImTIAW/>
- <https://partners.amazonaws.com/partners/001E00000qK5f6IAC/>
- <https://partners.amazonaws.com/partners/001E0000018XK6cIAG/>
- <https://partners.amazonaws.com/partners/0010L00001aiyQAS/>
- <https://partners.amazonaws.com/partners/001E00000NaBH1AN/>
- <https://partners.amazonaws.com/partners/001E00000NaBhIOAN/>
- <https://partners.amazonaws.com/partners/001E000000cj4uIA/>
- <https://partners.amazonaws.com/partners/001E00000Rl0yJIAR/>
- <https://partners.amazonaws.com/partners/001E00000Rp5QhIAZ/>
- <https://partners.amazonaws.com/partners/001E00000UfZ3GIAV/>
- <https://partners.amazonaws.com/partners/001E00000YM87XIAT/>
- <https://partners.amazonaws.com/partners/001E00000ZLAC7IAP/>
- <https://partners.amazonaws.com/partners/001E00000TCdxIAG/>
- <https://partners.amazonaws.com/partners/001E00000bf7ZkIAI/>
- <https://partners.amazonaws.com/partners/001E00000eidUwIAI/>
- <https://partners.amazonaws.com/partners/001E00000ekLueIAE/>
- <https://partners.amazonaws.com/partners/001E00000fgUHEIA2/>
- <https://partners.amazonaws.com/partners/001E00000D1z7IAC/>



Web Crawler



Architecture: Identify Locations



#1

*Identify
Location*

#2

*Find
Speakers*

3. Data: Sessionize Speakers

sessionize

Speakers Directory

Browse and search 52,000+ speakers for your event, conference, or meetup. Save your favorites. Free for everyone.

Search by name, topic, language, location...

Menu ☰

Agriculture

Business

sessionize

Speakers Directory >

Search results

Too many speakers found, showing first 1000 results

sessionize.com/speakers-directory/q=aws

Filter results

Matthias Pichler ☆
CTO@warrify
Vienna, Austria
Hi I am Matthias 🙋. More than 5 years ago I co-founded warrify, where we bring the power of real-time data to brick and mortar retail. I am passionate about Cloud Architecture (especially Serverless), StartUps and climbing/hiking. I am a speaker ... [Show more](#)

Area Information & Communications Technology, Physical & Life Sciences
Topics Cloud Computing, Serverless, Cloud Architecture, Amazon Web Services, Technology, StartUp

Philipp Bergsmann ☆
EMEA Black Belt, Managed OpenShift, Red Hat
Vienna, Austria 2 published events 2 published sessions
Philipp is part of the EMEA OpenShift Black Belt team at Red Hat, focusing on the managed cloud offerings. He has worked in the IT industry for about 20 years in various roles, from development to cloud infrastructure consulting. Over the last few ye... [Show more](#)

Area Information & Communications Technology
Topics Kubernetes, OpenShift, DevOps, Azure, AWS, GitOps, GitHub, Git, GitHub Actions, backstage

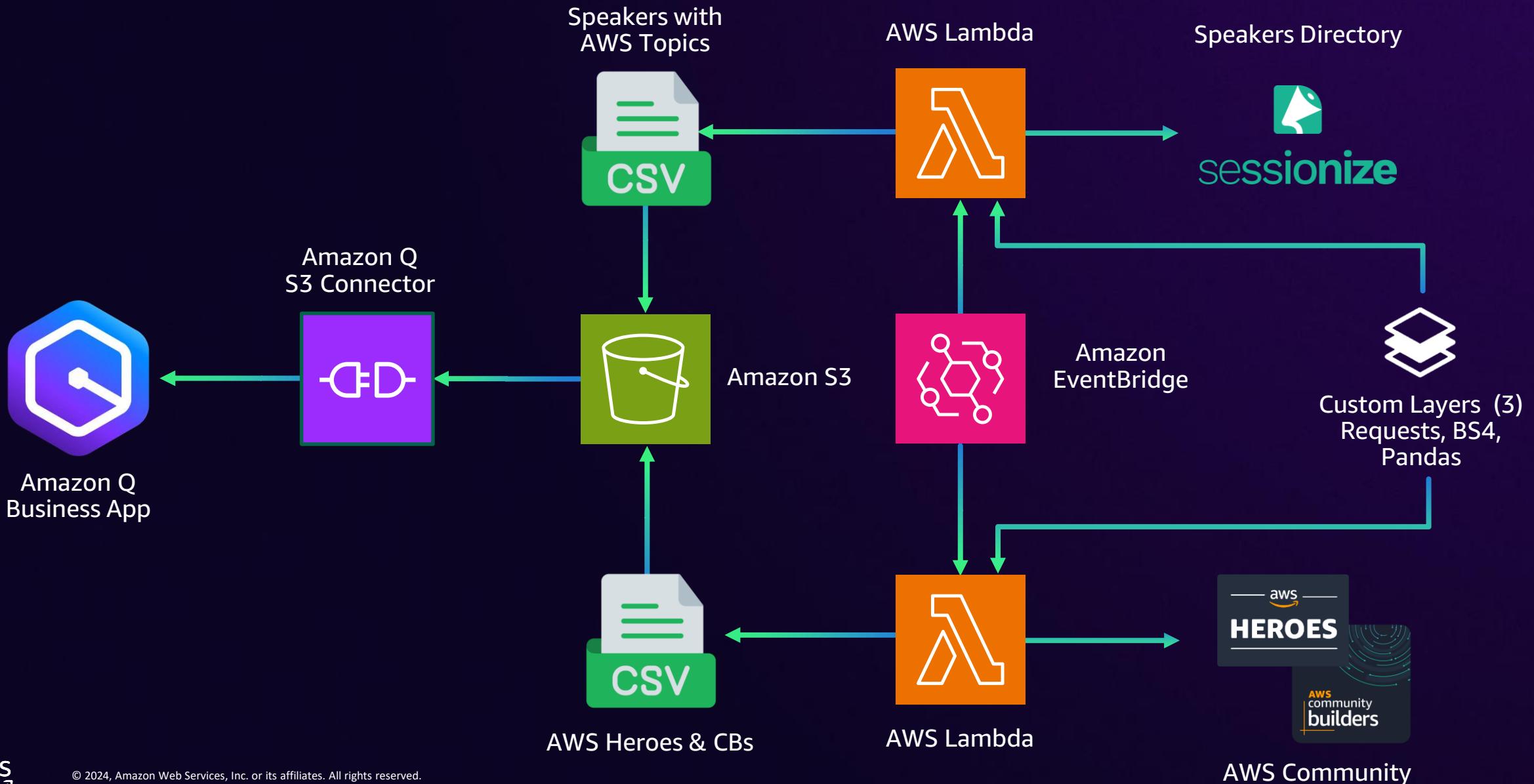
Custom Web Scraping



#2 Find Speakers



Architecture: Find Speakers



How to prepare your data

```
speaker_entry = {  
    "Name": name,  
    "Title": title,  
    "Location": location,  
    "Sessions": sessions,  
    "Events": events,  
    "Area": format_items(area, "; "),  
    "Topics": format_items(topics, "; "),  
    "Profile URL": profile_url  
}
```

```
# Build the natural language description  
description = f'{row["Name"]}, {row["Title"]}'  
if row["City"] != "Unknown":  
    description += f' is a speaker located in {row["City"]}'  
if row["Country"] != "Unknown":  
    description += f', {row["Country"]}'  
if row["Sessions"] != "No":  
    description += f' with {row["Sessions"]}'  
if row["Events"] != "No":  
    description += f' and {row["Events"]}'  
if row["Areas"] != "Unknown":  
    description += f' from the area(s) {row["Areas"]}'  
if row["Topics"] != "Unknown":  
    description += f' speaking about topics like {row["Topics"]}'
```

Result

"Name": "Linda Mohamed",
"Title": "AWS Hero | Cloud Consultant | Chairwoman Förderverein AWS Community DACH",
"City": "Vienna",
"Country": "Austria",
"Sessions": "5 published sessions",
"Events": "12 published events",
"Areas": "Information & Communications Technology; Business & Management",
"Topics": "AI; AWS; Amazon web Services; Amazon Q",
"Profile URL": "https://sessionize.com/linda-mohamed",

"Description": "Linda Mohamed, AWS Hero | Cloud Consultant | Chairwoman Förderverein AWS Community DACH is a speaker located in Vienna, Austria with 5 published sessions and 12 published events from the area(s) Information & Communications Technology; Business & Management, speaking about topics like AI; AWS; Amazon web Services; Amazon Q"

#2 Find Speakers

The screenshot shows the AWS Amazon Q Business Data sources interface. The top navigation bar includes the AWS logo, Services, a search bar, and account information for 'PowerUserAccess/linda'. Below the navigation is a breadcrumb trail: Amazon Q Business > Applications > reinvent-demo-application1 > Data sources > Add data source. The main title is 'Add data source'. A section titled 'Data sources (8) Info' displays a message: 'Select the data source that you want to configure. You can configure up to 50 data sources per application.' Below this, a 'Most popular' section lists several data sources with their status and addition details:

- Amazon S3 2 added ✓ (Cloud)
- Web crawler 5 added ✓
- Upload files
- Adobe Experience Manager (Cloud On-prem)
- Alfresco (Cloud On-prem)
- Amazon FSx (Windows) (Cloud)

Below the data sources are buttons for 'All', 'Cloud', and 'On-prem', and a search bar. At the bottom of the page are links for 'CloudShell', 'Feedback', and copyright information: '© 2024, Amazon Web Services, Inc. or its affiliates.' followed by 'Privacy', 'Terms', and 'Cookie preferences'.

Amazon Q Business X

Applications

reinvent-demo-application1

▼ Enhancements

[Data sources](#)

Admin controls and guardrails

Amazon Q Apps [New](#)

Embed Amazon Q

Business [New](#)Integrations [New](#)

Plugins

Document enrichments

Relevance tuning

Metadata controls [New](#)Analytics dashboard [New](#)[Amazon Q Business](#) > [Applications](#) > [reinvent-demo-application1](#) > Data sourcesData sources [Info](#)

▼ How it works

**1. Add an index**

Add an index before connecting your data sources. An index stores and retrieves content from any data sources you connect.

**2. Connect and sync data sources**

Connect data sources and define a data sync schedule to keep your application updated.

**3. Monitor data source usage**

Access data sync histories to monitor and manage data source performance.

Data sources (9) [Info](#)[Sync now](#)[Stop sync](#)[Actions ▾](#)[Add data source](#) [Search data sources](#) [1](#)[Documentation](#)

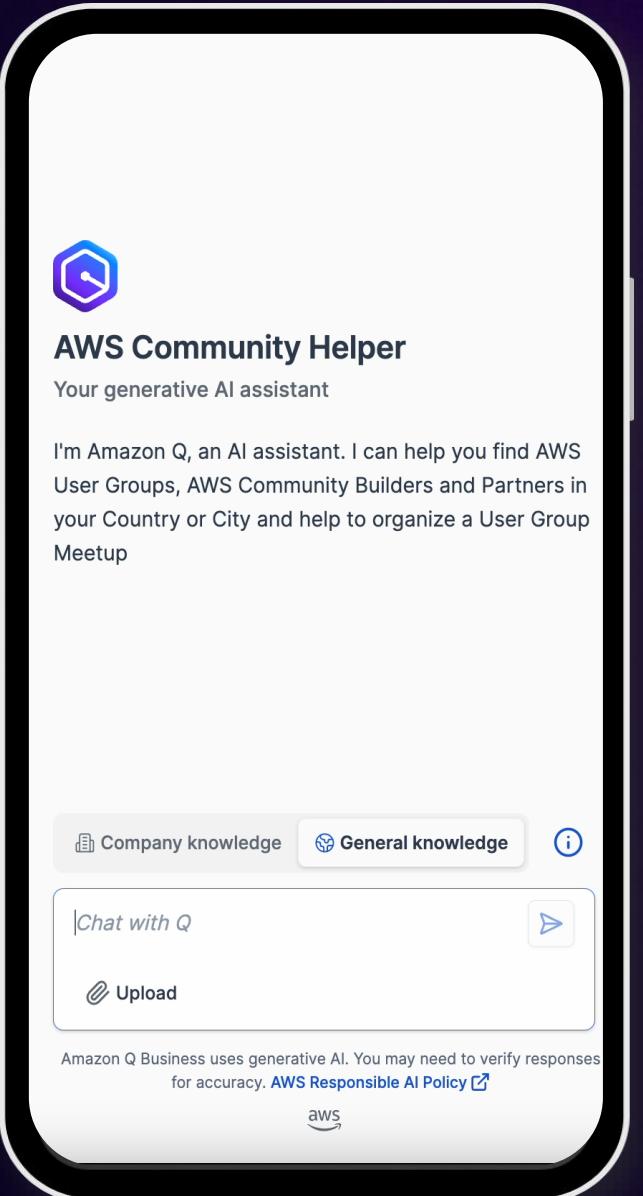
Name

Source

Data so...

Last sy...

Last sy...



#1

*Identify
Location*

#2

*Find
Speakers*

#3

*Identify
Dates*

AWS Events and Webinars

AWS hosts events, both online and in-person, bringing the cloud computing community together to connect, collaborate, and learn from AWS experts.

[View upcoming events](#)

[AWS re:Invent | Tune in for free to get all the biggest AWS updates this year »](#)

Learn more about AWS events

[For All Current and Future AWS Builders](#)[Developer Events](#)[Business Leaders Events](#)[AWS Partner Events](#)[Public Sector Events](#)

Technology events near Vienna, AT

[Events](#) [Groups](#)

Any day

Any type

Any distance

Any category

Sort by: Relevance



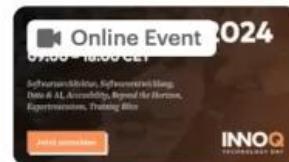
THU, DEC 5 · 4:00 PM CET

Vom Datenchaos zur Klarheit: Stammdatenintegration mit modernen Plattformen und KI

S-Pro Tech Talks

New Group

1 attendee



THU, DEC 5 · 9:00 AM CET

INNOQ Technology Day 2024

INNOQ Technology Lunch

51 attendees



FRI, NOV 29 · 9:00 AM CET

Tech in Daily Life: How has technology changed our daily routine? (meeting #2)

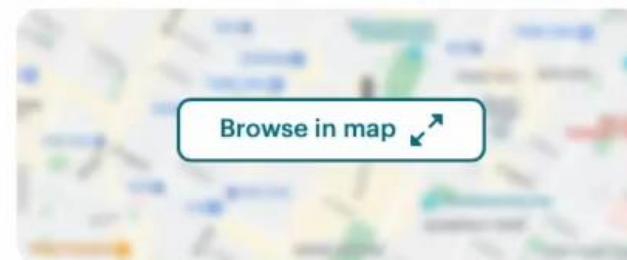
English for IT | Online Workshops

4 attendees

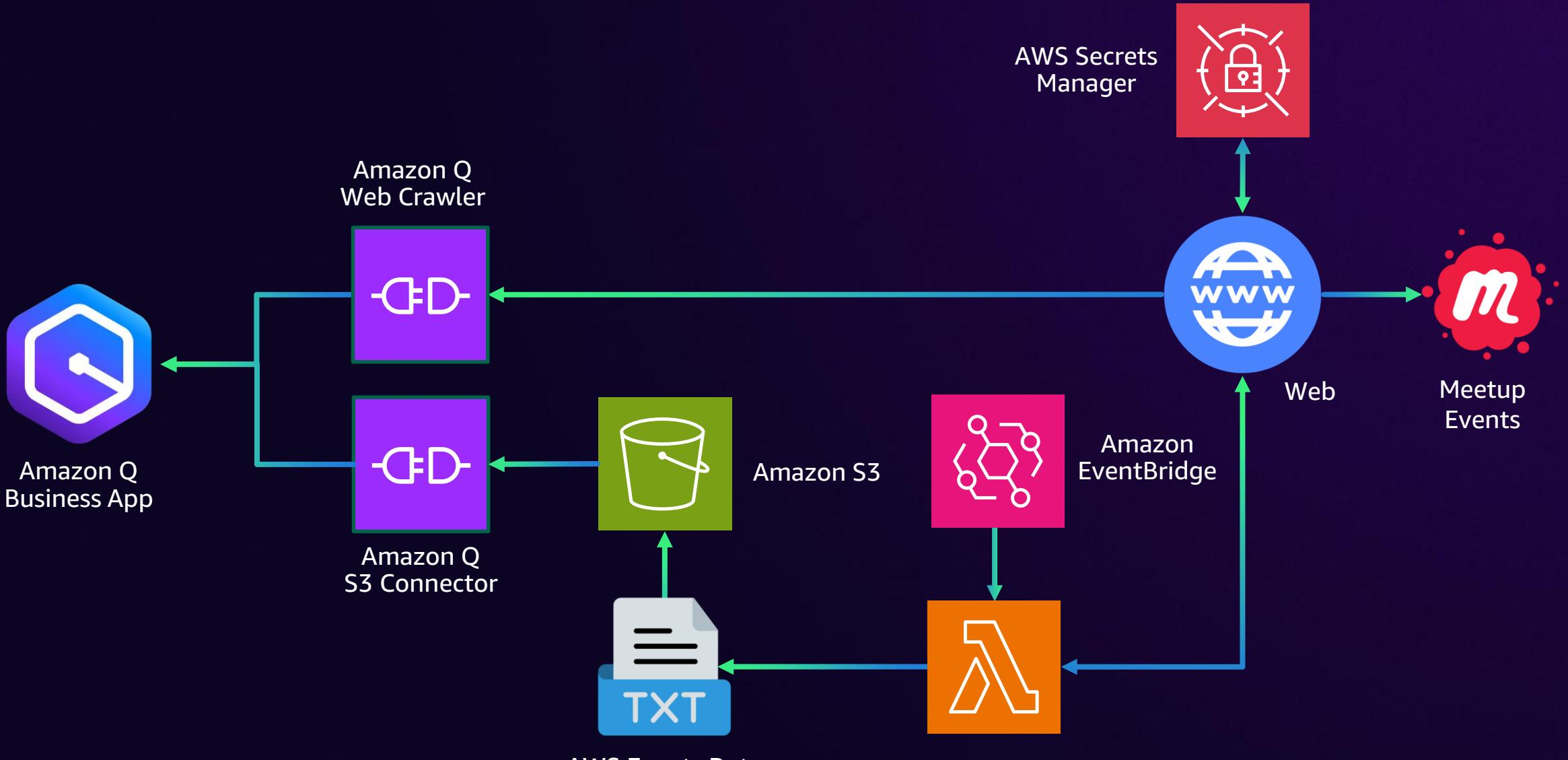


Find events near

Vienna, AT



Architecture: Identify Dates



#1

*Identify
Location*

#2

*Find
Speakers*

#3

*Identify
Dates*

#4

*Promote
Event*

4. Data: AWS Videos

AWS Events

Home Videos Live Playlists Search

Latest Popular Oldest

Architecting resilient applications w/Amazon Aurora Global Database | The Data Dive on...
301 views · 1 day ago

Introducing Valley for Amazon ElastiCache and Amazon MemoryDB | The Data Dive on...
246 views · 1 day ago

How the NFL powers Next Gen Stats with Amazon MemoryDB | The Data Dive on AW...
119 views · 1 day ago

Get started with Amazon DynamoDB global tables & improve resiliency | The Data Dive...
282 views · 5 days ago

How to migrate self-managed Cassandra to Amazon Keyspaces
Tune in every Thursday at 10:00am PT

Announcing AWS Databases zero-ETL integrations with Amazon Redshift

Generative AI Automotive & Manufacturing | AWS Events

Knowledge Graph-powered GenAI Assistant speeds Maintenance & Troubleshooting

Leveraging Generative AI for Customer Feedback

How Kingspan Reduced Manufacturing Audit Time from 3 Weeks to 3 Minutes using AWS IoT

Learn how Aurora Global Database innovations improve disaster recovery | AW...

How to perform GraphRAG with Amazon Neptune | The Data Dive on AWS OnAir S01

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- access the Service using any automated means (such as robots, botnets or scrapers) except in the case of public search engines, in accordance with YouTube's robots.txt file; or (b) with YouTube's written permission;
- collect or harvest any information that might identify a person (for example, usernames or faces) unless permitted by that person or allowed under section (3) above;
- use the Service to distribute unsolicited promotional or commercial content or other unwanted solicitations;
- cause or encourage any inaccurate measurements of genuine user engagement with the Service, including by paying people or providing them with incentives to increase a video's views, likes, or dislikes, or to increase a channel's subscribers, or otherwise manipulate metrics in any manner;
- misuse any reporting, flagging, complaint, dispute, or appeals process, including by making groundless, vexatious, or frivolous submissions;
- run contests on or through the Service that do not comply with YouTube's contest policies and guidelines;
- use the Service to view or listen to Content other than for personal, non-commercial use (for example, you may not publicly screen videos or stream music from the Service); or
- use the Service to (a) sell any advertising, sponsorships, or promotions placed on, around, or within the Service or Content, other than those allowed in the Advertising on YouTube policies (such as compliant product placements); or (b) sell advertising, sponsorships, or promotions on any page of any website or application that only contains Content from the Service or where Content from the Service is the primary basis for such sales (for example, selling ads on a webpage where YouTube videos are the main draw for users visiting the webpage).

My First Project Search (/) for resources, docs, products... Search

Credentials + CREATE CREDENTIALS DELETE RESTORE DELETED CREDENTIALS

Create credentials to access your enabled APIs. Learn more

Remember to configure the OAuth consent screen with information about your application.

CONFIGURE CONSENT SCREEN

API Keys

Name	Creation date	Restrictions	Actions
API key 1	Nov 13, 2024	—	SHOW KEY

OAuth 2.0 Client IDs

Name	Creation date	Type	Client ID	Actions
No OAuth clients to display				

Service Accounts

Email	Name	Actions
amazonqapps@strong-eon-334622.iam.serviceaccount.com	amazonqapps	

YouTube API



4. Data: Content

The screenshot shows a web browser window for the AWS Community. The main content area displays a post titled "Master Prompt Engineering: Build AI apps with Claude & PartyRock" by Viktoria Semaan. The post includes a summary, several sections of text, and a conclusion. At the bottom, there are social sharing options and a "Like" button. A large green arrow points from the text "Static content" at the bottom to the post's body.

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WebCrawler Connector

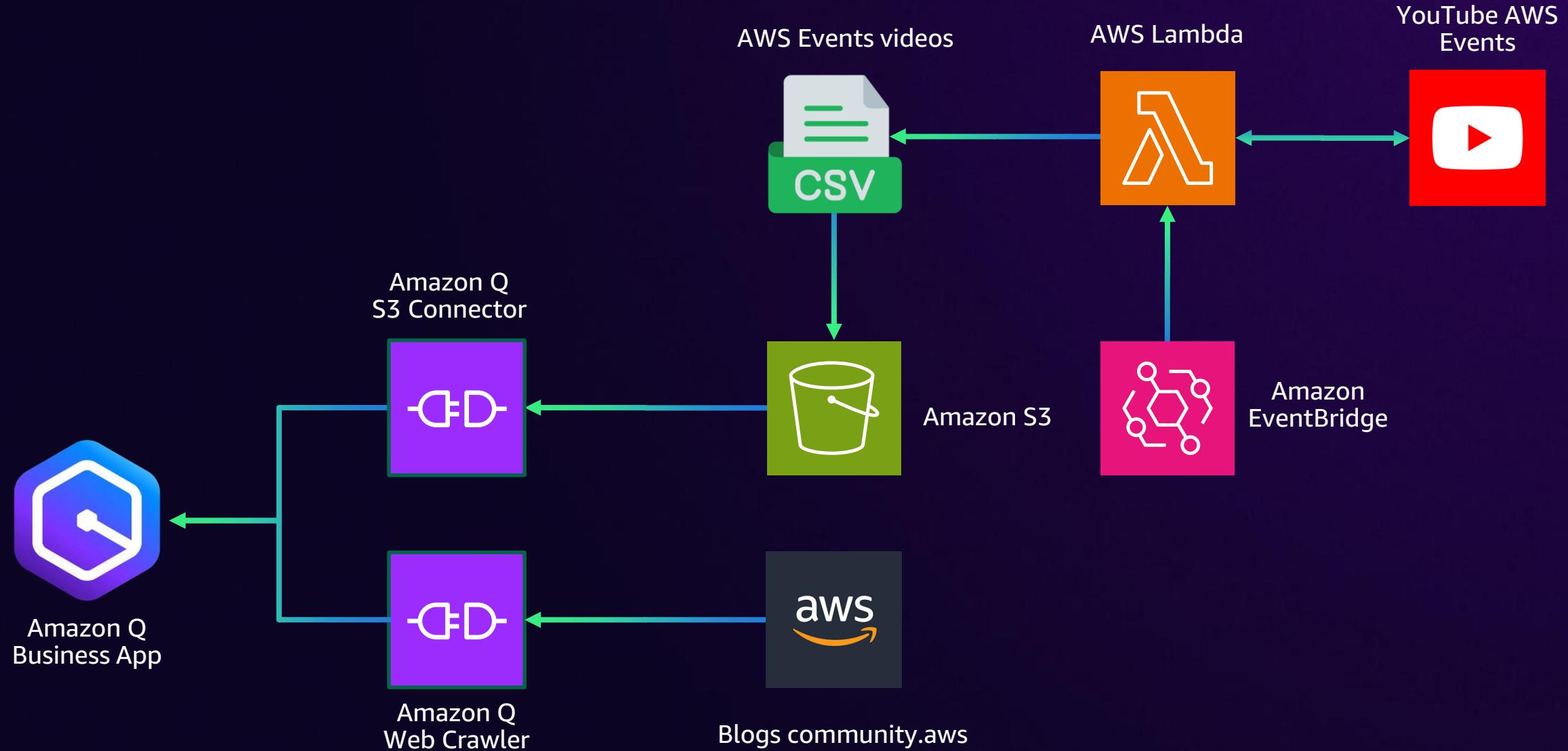


Post Examples

The screenshot shows a web browser window for the AWS Cloud Community. It features a "Trending" section with a post by Mike Chambers titled "My Generative Adventure Game". Below it, another post by Jenna Seybold titled "Resources to help you prepare for AWS Certified Solutions Architect - Associate" is shown. Further down, a post by Cobus Bernard titled "AWS Account Setup: My 10-Step Checklist After 14 Years" is displayed. A large green arrow points from the "Trending" section towards the right side of the page.

The screenshot shows a sidebar on the right side of a web page. It includes a profile for Viktoria Semaan and a list of three posts under the heading "Post Examples". The first post is about "AWS Card Clash - Generative AI (FREE)". The second is about "AWS SimuLearn - Cloud Practitioner (FREE)". The third is about "AWS Cloud Quest - Cloud Practitioner (FREE)". Below these, there is a section for "AWS AWS Training & Certification" featuring a screenshot of a VR game interface titled "Quest" with the subtitle "A role-based game for career". A large green arrow points from the top of the sidebar towards the bottom of the sidebar.

4. Architecture: Content



Creating an application

certifying their RSU account. This will prepare them to hit the ground running and have a big impact on the business. [1](#)

Sources [▼](#)

Try turning this conversation into an Amazon Q App! Save time in the future and share with your team. [Learn more](#)

Create Amazon Q App

From a conversation

1) Topic
2) City

Based on this you have to suggest

- 1) Speakers available in that location - consider AWS Community Builders or AW Heroes
- 2) Proposed venues - list all AWS Partners that have office in the current location
- 3) Create a promo outline considering my natural style of voice and provided captions in the data source

Character count: 408 / 10000

Generate

Describing it in your own words

Event Organizer App

An app to help organize events by suggesting speakers, venues, and generating promotional content

Add card Publish changes

Text input Event Topic
Enter the topic for the event (e.g. Machine Learning, Serverless, etc.)

Text input Event City
Enter the city where the event will be held

Output Suggested Speakers
Generating text as soon as Event Topic and Event City are filled

Output Suggested Venues
Generating text as soon as Event City is filled

Output Promotional Content Outline

Run

Title

Prompt

Type @ to reference a card

Based on the event city [Event City](#), list all AWS Partners that have an office location in or near that city or AWS User Groups. The list should include the partner name, address, and a brief description of the venue space or facilities they offer for hosting events.

Present the information in a clear, readable format. If user asks about User Group then share name and location

Source [Company knowledge](#)

Company knowledge (2/9)

All data sources

- captions Amazon S3
- dev201-topics Amazon S3
- aws-user-groups Amazon S3
- dev201-speakers Amazon S3
- aws-partners-dev201 Web crawler
- aws-partners-web Web crawler
- community-blogs Web crawler
- all-community Web crawler
- Admin uploaded files File uploader

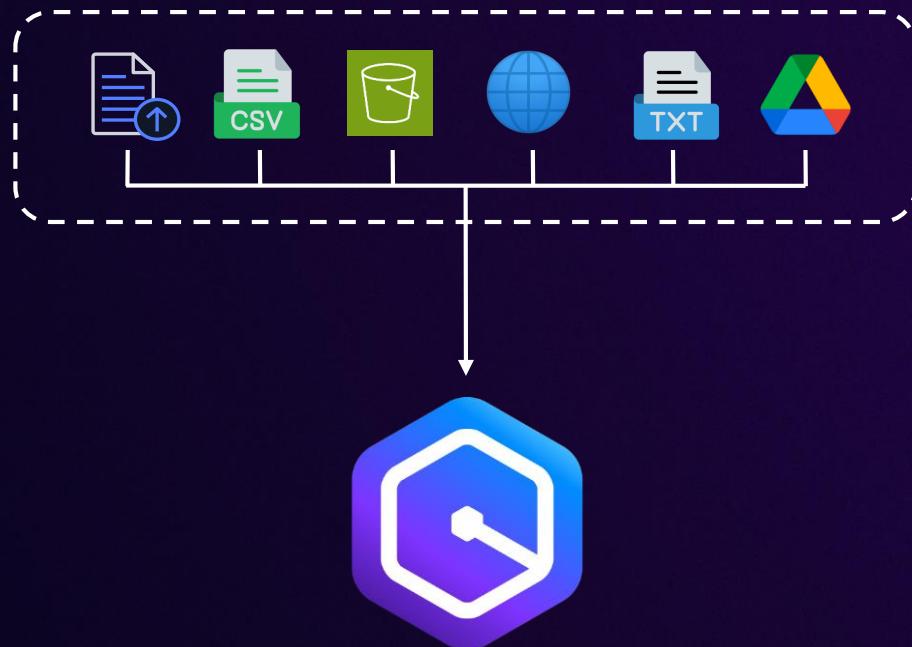
Data sources
(Connectors)



Web experience
(Amazon Q
Business)



Apps Library
(Amazon Q
Apps)



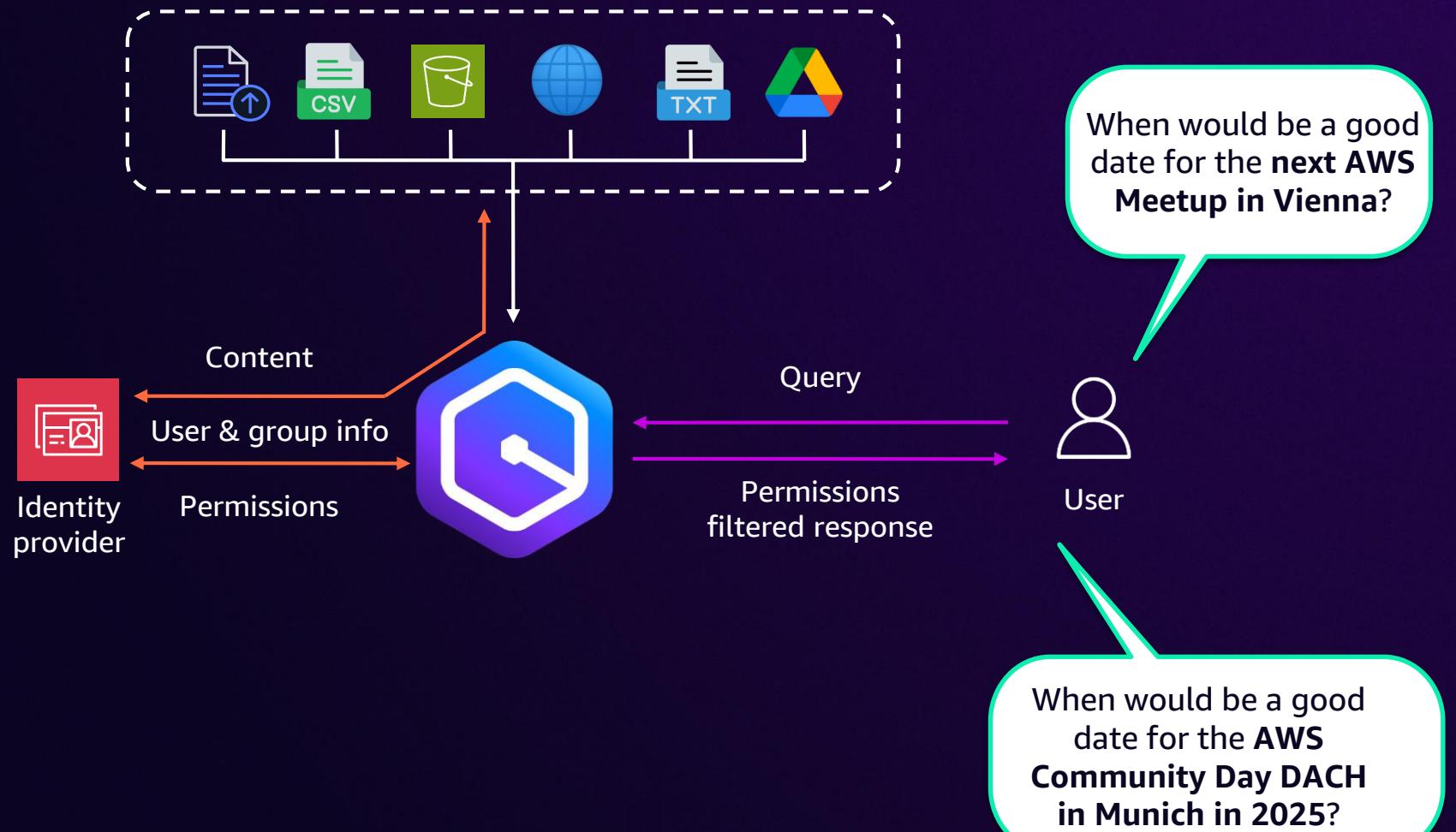
Data sources
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Apps Library
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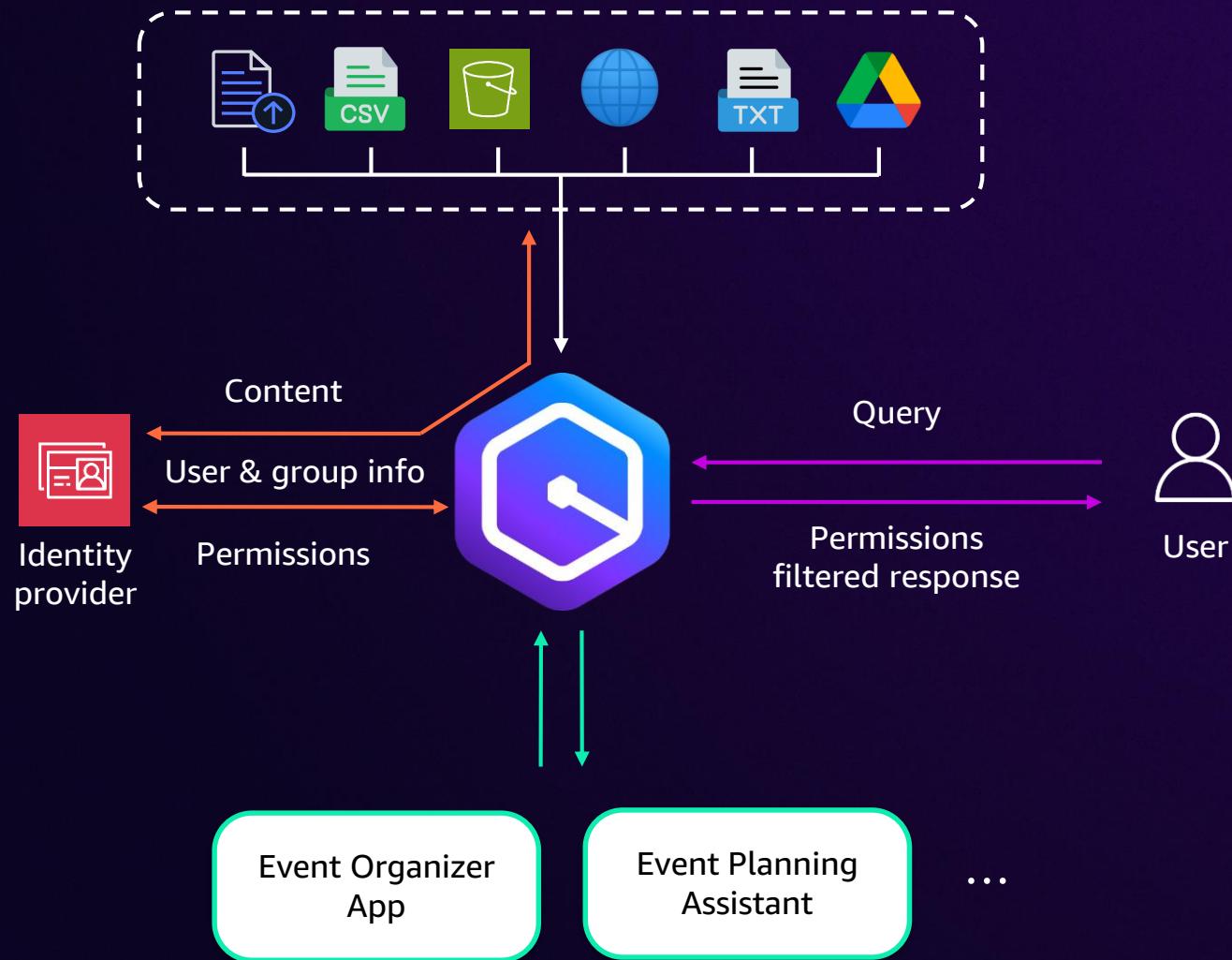
Data sources
(Connectors)

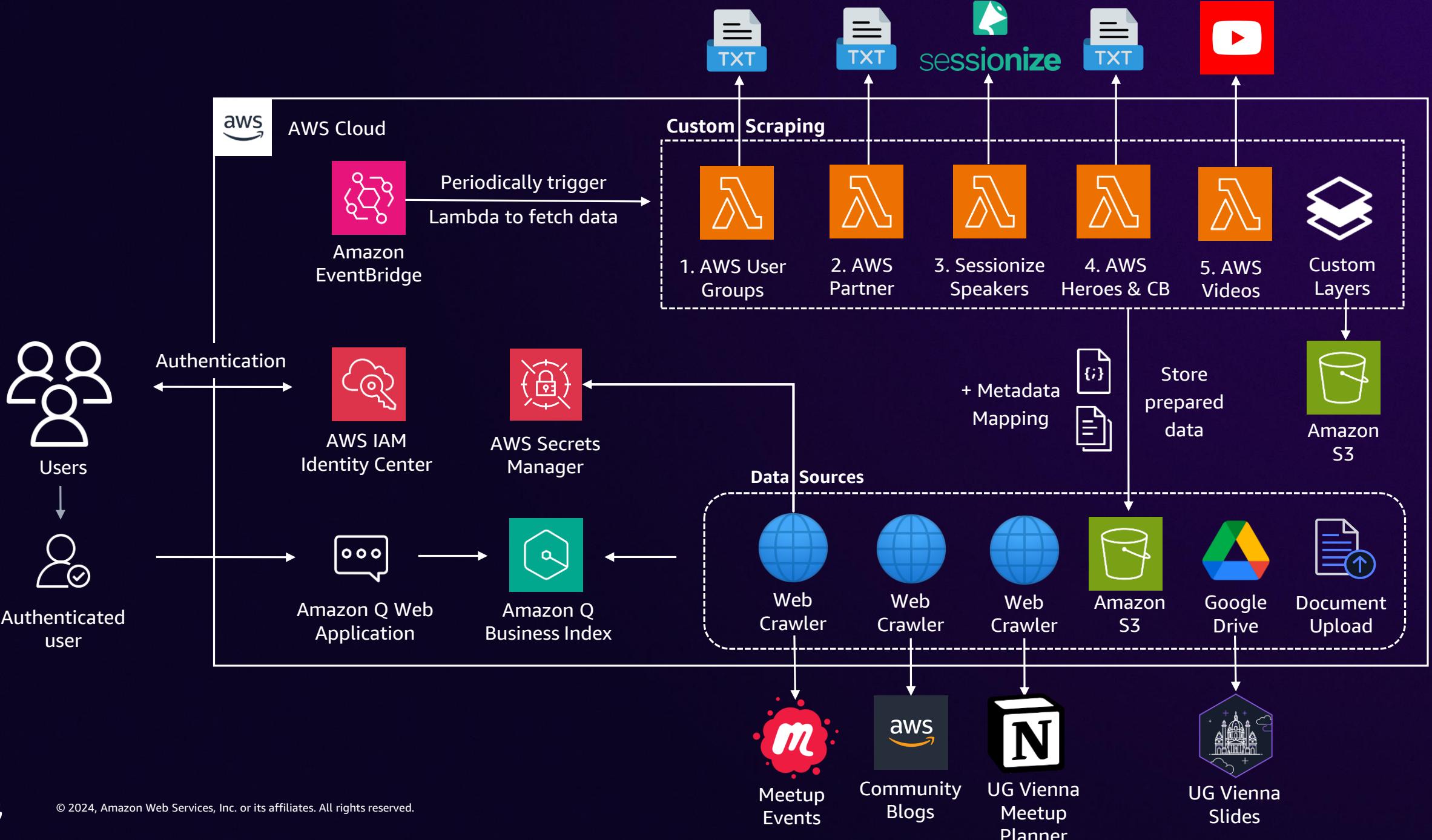


Web experience
(Amazon Q
Business)



Apps Library
(Amazon Q
Apps)





4 Key Takeaways



Align Amazon Q Business with **Specific Use Cases**



Develop a Comprehensive **Data Strategy**



Optimize for **Cost-Efficiency**



Ensure **Compliant AI Implementation**

Resources to get started:



[GitHub repo: Amazon Q for Scaling Community Engagement](#)

This repository contains resources from the DEV201 session, including a Python notebook for scraping data and data samples used in the demos. The notebook illustrates how to dynamically fetch data using APIs and provides example scripts to simplify and streamline your development process.



[Workshop: Innovate on enterprise data with generative AI & Amazon Q Business application](#)

In this workshop, you will learn how to safely build custom generative AI applications to supercharge employee productivity using Amazon Q for Business application. You will create a conversational generative AI application for employees, powered by your own enterprise content.

Thank you!

Linda Mohamed

 linkedin.com/in/linda-mohamed

Viktoria Semaan

 linkedin.com/in/semaan



Please complete the session
survey in the mobile app