What is the AWS Jam?

The AWS JAM is an event where participants experience a wide range of AWS services in a series of prepared scenarios that represent common use-cases and operational tasks, such as remediation at scale, automation, forensics, incident response, AI/ ML, DevOps, compliance and many others. The event is gamified, with teams competing to score points by completing a series of challenges over the course of the event. AWS provides access to pre-created infrastructure that is based on common use cases that participants use to determine what happened, how to best respond, and deploy appropriate solutions. The challenges have varying degrees of difficulty and points associated with them. A live leader-board provides updates on stats and progress. Clues and guidance help your participants move through the challenges.

What customers would benefit from the engagement?

Organizations need individuals with hands-on cloud skills to help transform their businesses. The AWS JAM enables you to build and validate your organization's cloud skills so that you can get more out of the cloud. Our content is developed by experts at AWS and updated regularly to keep pace with AWS innovations and industry trends. The AWS Jam provides a hands-on gamified learning experience with effortless planning.

What is unique about AWS Jam?

The core AWS JAM concept revolves around three foundations: play, learn, and validate. The Jam sessions enable team-building and problem-solving activities using gamification. The participants are presented with a challenge and a pre-set lab. They can ask for clues to help get direction in return for less points upon successful completion of that challenge. Teams are competing against each other and earning or losing points. Furthermore, the challenges are built by AWS experts, reflecting real-world scenarios. New challenges are constantly being created and released to reflect innovations on the platform, AWS best practices, and the latest AWS feature releases.
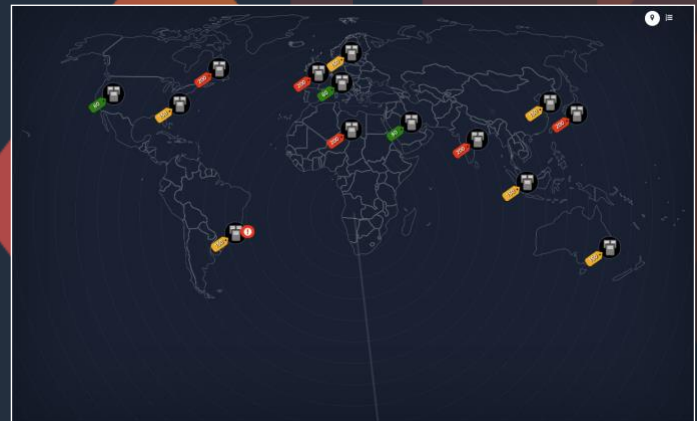
How is the AWS Jam run?

For the Jam event, participants will bring their laptops/workstations to access the AWS Jam portal and thus the AWS Infrastructure. Additionally, it is always helpful to have a display in the room that is hosting to show the event leaderboard and sound system to play some music during the AWS Jam.

What resources are needed?

The AWS Jam is a self-service application that can host virtual events and also facilitator-based events. If you wish to facilitate an event at your location, it's best practice to assign 1 facilitator for every 10 participants. Facilitators are moderating the sessions and provide support for any questions about the game.

What is the outcome?

The end result is developing, enhancing, and validating team skillsets in the AWS Cloud through real-world problem solving, exploring new services, features, and understanding how they interoperate, and developing confidence and capability through team-building activities in a friendly competitive manner.

How can I get started?

If you are interested in the AWS Jam, please reach out to your AWS Account Team and/or AWS Professional Services.

#LetsBuildTogether