



COMMUNITY DAY

SOUTH AFRICA

2026

SPONSORSHIP MOTIVATION



What is AWS Community Days?

About AWS Community South Africa

AWS Community South Africa are global recognized, community-driven group of individuals made up by local AWS User Groups, AWS Heroes, Community Builders, and cloud enthusiasts. The community are built on the principles of collaboration, knowledge sharing, and accessibility, all while staying closely aligned with AWS's mission to democratize cloud learning. We host events like AWS Community Day annually and monthly meetups. At these events across South Africa, we aim to:

- 1.1. Foster deep technical learning through insightful talks and having industry specialists to network with.
- 1.2. Create opportunities for mentorship, networking, and personal growth
- 1.3. Connect attendees with key players and innovators in the cloud ecosystem.
- 1.4. 600+ technology professionals, founders, industry leaders, AWS Partners, AWS, Amazon and other technology giants will be under one roof.

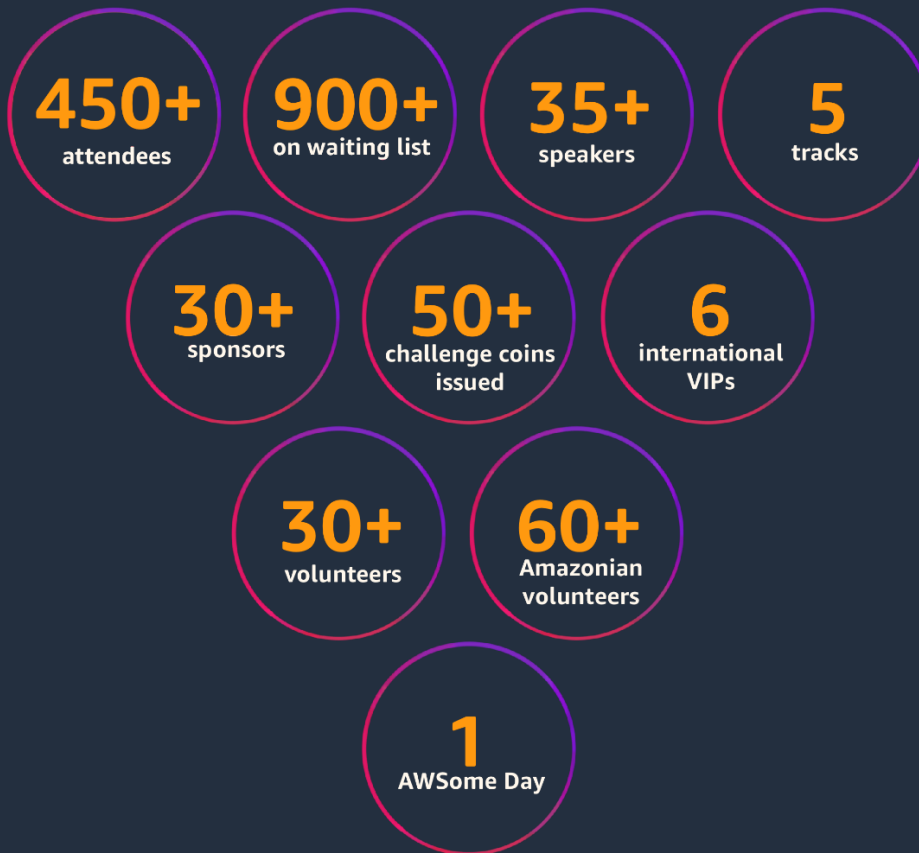
We are community-led groups, in-person events, or online gatherings where developers discuss AWS technology, learn from like-minded peers, and network.



AWS Community Day South Africa was launched in Cape Town in 2025 as a community-driven initiative born from the growth and momentum of the AWS community across South Africa. Created to expand beyond traditional meetups and provide a larger platform for learning, networking, and collaboration, the event aimed to connect developers, architects, engineers, students, and technology leaders from across the country.

The inaugural event was originally expected to welcome between 150 and 200 attendees. However, community interest far exceeded expectations, with all 450 tickets sold out and the venue reaching full capacity. The overwhelming response highlighted the growing demand for accessible, high-quality cloud and technology events built by the community, for the community.

AWS Community South Africa – 2025 Stats



Who attended AWS Community Day South Africa 2025

Based on attendee insights from our inaugural 2025 event, AWS Community Day South Africa attracted a highly technical and deeply engaged audience made up of cloud engineers, solutions architects, developers, DevOps professionals, technical leads, IT decision-makers, students, and technology enthusiasts from across the country.

Attendees represented a broad range of technical disciplines, including:

- 12% C-Suite / Executives
- 9% Technical Leadership
- 41% Cloud & Solutions Architecture
- 12% Software Development
- 5% DevOps & Platform Engineering
- 7% Security & Compliance
- 2% Data & Analytics
- 9% AI & Machine Learning
- 2% Infrastructure & Operations
- 1% Startups & Innovation

What content is typically covered at AWS Community Day

Content selection for AWS Community Day South Africa is driven by the community, for the community. Our review process focuses on building a balanced agenda that reflects the diversity of the cloud ecosystem — bringing together different backgrounds, experiences, industries, technical specializations, and perspectives from across South Africa.

AWS COMMUNITY DAY SOUTH AFRICA 2025					
	The Intelligence Hub	The Builders Garage	The Core & Shield	The Edge Frontier	The Disruption Zone
07:30 – 08:30	Registration & Check-In				
07:30 – 08:30	Breakfast & Networking				
08:30 – 09:00	Opening: Welcome to AWS Community Day South Africa 2025 Auditorium Speaker: Hennie Francis Chief Executive Officer AWS Community South Africa				
09:00 – 09:40	Keynote: Roots & Rise – How the Mother City Sparked Amazon's Global Journey Auditorium Speaker: James Hickman, Country Manager – South Africa, Amazon Web Services Robert Koen, Managing Director – Sub-Saharan Africa, Amazon				
09:40 – 10:00	Movement & Networking				
10:00 – 10:40	Agents for Change: GenAI	Electrum's Internal Developer Platform: Journey for High-Velocity Software Delivery	Cloud Security & Cryptography	Disrupting the Dial: How Cloud Tech is Doing to Radio What Uber Did to Taxis	Making AI Smarter: Building Retrieval-Augmented Generation (RAG) systems on AWS
10:40 – 10:50	Movement & Networking				
10:50 – 11:20	AI: Friend or Foe?	When Lambda Falls Short: Using Fargate for Longer-Running Tasks	Building a Resilient Culture in the Age of Human Risk Management (HRM+)	Full-Stack AWS Resilience: Veeam's Protection Platform	Data Centres and Interconnection
11:20 – 11:30	Movement & Networking				
11:30 – 12:10	The Fall and Rise of SaaS	Unlocking Reliability, Performance & Load Testing at Scale on AWS	The Death of the Traditional SOC and SIEM as We Know It	Tools and Techniques for Serverless Developers	From Cashless Frustration to Empowering a Nation
12:10 – 13:50	Lunch & Networking				

In addition to technical content, talks focused on career growth, community building, mentorship, leadership, mental health, and navigating the fast-changing technology landscape are also highly valued by the audience.

AWS COMMUNITY DAY SOUTH AFRICA 2025					
	The Intelligence Hub	The Builders Garage	The Core & Shield	The Edge Frontier	The Disruption Zone
13:10 – 13:50	Build applications with GitHub Copilot agent mode	Duck Hunt: Retro gaming meets cutting-edge innovation in this quacking good tech adventure	VibeDevSecOps	Tiny Devices, Big Potential: .NET & C# in the AWS IoT Ecosystem	Scaling Smarter with Thinkabate and Thinkroom GTM
13:50 – 14:00	Movement & Networking				
14:00 – 14:30	AI-Powered Data Pipelines: Breaking Document Processing Bottlenecks	Build faster on AWS using Serverless, SAM and Q Developer	Identity is the new Firewall	WordPress on AWS: From Zero to Scalable in Minutes	Building Enterprise AI Agents for Intelligent Applications
14:30 – 14:50	Afternoon Break & Networking				
14:50 – 15:30	Building Secure and Compliant Generative AI Applications on AWS Bedrock	Using UiPath & AWS for Automated Assessment	Fool me once? Good. AWS deception done right	When Abstractions Leak: Distributed Systems Lessons from Cluster Membership Failures	Growing to Greatness with Grindstone
15:30 – 15:40	Movement & Networking				
15:40 – 16:20	Snowflake Intelligence Unboxed: LLMs, Agents, and the Future of Data	Planet-Scale Workloads: Event-Driven Serverless Pipelines with AWS Batch	From Packets to Intel: Building your own Network Threat Feed	Networking for People Who Hate Networking	The Cloud Maturity Journey: Building for Scale, Speed, and Simplicity
16:20 – 16:30	Movement & Networking				
16:30 – 17:10	VIP Talk: Community as Code: Engineering Human Infrastructure				
17:10 – 17:30	Closing Ceremony & Prize Giving				

What did the 2025 sponsor say about AWS Community Day South Africa 2025?

Following the success of the very first AWS Community Day South Africa, the feedback from sponsors, partners, and the community was overwhelmingly positive. The event became more than a single-day conference — it created lasting relationships and stronger collaboration across the local technology ecosystem.

Beyond Community Day itself, we continued engaging with sponsors through meetups, community initiatives, partner events, and ongoing collaboration opportunities. By supporting each other's communities and initiatives throughout the year, we've built meaningful partnerships focused on growing the South African cloud and developer ecosystem together.

The success of the inaugural event validated the strong demand for a dedicated AWS and cloud community event in South Africa, creating valuable opportunities for brand visibility, networking, recruitment, and meaningful community engagement. As we grow into our second year, we're excited to build even stronger partnerships and deliver even greater impact for our sponsors and attendees alike.

What Makes a Successful Sponsor at AWS Community Day South Africa?

The most successful sponsors approach AWS Community Day South Africa with clear goals and a focus on meaningful engagement with the community. Whether the objective is brand awareness, recruitment, lead generation, product visibility, or community investment, the event creates a unique environment to connect directly with developers, architects, engineers, and technical decision-makers.



Our most impactful sponsors go beyond simply having a logo at the event. At our inaugural Community Day, sponsors that created interactive experiences, demos, swag, competitions, and engaging booths consistently attracted strong attendee interest and ongoing conversations throughout the day.



AWS Community Day South Africa is built around collaboration, and we actively work with sponsors to help maximize the value of their investment. While we offer structured sponsorship packages, we also encourage creative ideas and custom activations that help sponsors stand out and create memorable experiences for attendees.



Building Meaningful Community Partnerships

The AWS Community Day South Africa team is always available to work closely with sponsors to help achieve their goals and maximize the value of their involvement in the event.

While we offer structured sponsorship packages, some of the most memorable and successful activations come from sponsors bringing new ideas and creative experiences to the table. We welcome collaboration and are always open to exploring custom opportunities that help sponsors stand out, engage with attendees in meaningful ways, and create a lasting impact within the community.

Contacts

Should you wish to discuss further, please reach out to us on our e-mail sponsor@awscommunity.co.za or call us:

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View Our 2026 Sponsorship Proposal:

<https://aws-community-south-africa-982934028296-af-south-1-an.s3.af-south-1.amazonaws.com/public/documents/2026/aws-community-day-2026-sponsorship-proposal.pdf>

Once you are ready to sponsor AWS Community Day South Africa 2026, visit:

<https://sponsor.awscommunityday.co.za>

