

## Jakarta EE Marketing Committee Meeting - June 23, 2022 (11:00 ET)

<p><b>Attendees:</b> Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) <b>Melissa Jacobus (Oracle)</b> Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) <b>Otavio Santana (Committer Rep)</b> Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep David Blevins (Tomitribe) Emily Jiang (IBM) Valentina Kovacic, (Payara Marketing Director)</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <p>Q2 Priorities</p> <ul style="list-style-type: none"><li>- Plan &amp; execute the Jakarta EE 10 release Marketing activities</li><li>- Deliver a “Why Jakarta EE” page</li><li>- Deliver content targeting IT Decision Makers to drive executive awareness</li><li>- Publish a case study</li><li>- Feature Jakarta EE in the April Community Newsletter</li></ul> <p>Ongoing Priorities</p> <ul style="list-style-type: none"><li>- Jakarta EE Article Series - compatible products in action</li><li>- <a href="#">Collateral Repository</a></li><li>- Why Jakarta EE (Roadmap) content</li><li>- JakartaOne Livestream</li><li>- Case Studies (<a href="#">form</a>)</li><li>- SEO &amp; member site updates</li><li>- New Communities + localization<ul style="list-style-type: none"><li>- Chinese (in process)</li></ul></li></ul>	

<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• 2021-07-08: Set up tech talk for website update (Chris to deliver)</li> <li>• <b>2022-03-31: Jakarta EE 10 Launch (All)</b></li> </ul>	<p><b>Completed:</b></p> <ul style="list-style-type: none"> <li>• 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to <a href="#">github issue</a>)</li> <li>• 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1.</li> <li>• 2021-09-30: Promote JakartaOne Livestream event (All)</li> <li>• 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All)</li> <li>• 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)</li> <li>• <b>2022-02-03: Promote launch of eBook (all)</b></li> <li>• <b>2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)</b></li> <li>• <b>2022-03-03: Promote Developer Survey (All)</b></li> <li>• <b>2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)</b></li> </ul>
---	---

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- July 7 - 11:00 ET</li> <li>- July 21 - 11:00 ET</li> </ul>	
Approval of the previous mtg minutes (2 mins)	Approved
Reporting to/from <a href="#">Steering Committee</a> (5 mins) (Neil)	<p><b>2022-06-21 - Steering committee meeting</b></p> <ul style="list-style-type: none"> <li>• Welcomed Microsoft to the Working Group as Enterprise members.</li> </ul> <p>Jakarta EE 10 launch status</p> <ul style="list-style-type: none"> <li>• Component specs “Done”: 29 (all component specs done)</li> <li>• The current Platform specifications are not yet in ballot.</li> <li>• We agreed that if all three specs are not in ballot by June 28, we will push out the announcement by one week.</li> <li>•</li> </ul> <p><b>Enable Ecosystem Transition to jakarta namespace</b></p> <ul style="list-style-type: none"> <li>• Martijn Verburg to draft a blog in support of this topic</li> </ul>

	<p>Jakarta EE Roadmap</p> <ul style="list-style-type: none"><li>• Steve Millidge volunteered to initiate creation of a strawman “narrative for future direction”</li></ul> <p>JakartaOne Livestream events</p> <ul style="list-style-type: none"><li>• Jakarta EE marketing committee providing structure and assistance but actual planning and execution is done by the local community</li><li>• The following dates are planned<ul style="list-style-type: none"><li>○ German event on June 30</li><li>○ Chinese August 31st, 2022</li><li>○ Japanese September 16th, 2022</li></ul></li></ul>
<p><b>Release 10 Planning</b></p> <ul style="list-style-type: none"><li>- Timeline (<a href="#">link</a>)</li><li>- Messaging Document - Steering Committee version (<a href="#">link</a>)<ul style="list-style-type: none"><li>- Marketing version (<a href="#">link</a>)</li><li>- <a href="#">Updated release image</a></li><li>- <a href="#">Jakarta EE 10 release page issue</a></li></ul></li><li>- <a href="#">Vendor support</a></li></ul>	<p><b>Launch date may slip to July 19</b></p> <p><a href="#">Link to PR draft</a> for members to review by <b>May 20, 2022</b></p> <p><a href="#">Link to Social Kit for members to promote-will be updated with more content as we go</a></p> <p><b>1. Selfie campaign underway - take a selfie with the relevant image in the background</b></p> <p>Supporting quotes - Done</p> <p>Blog post drafts - <b>due June 30</b></p> <ul style="list-style-type: none"><li>- <a href="#">Landing page is in staging-Github issue here</a></li><li>- Drumbeat activities:<ul style="list-style-type: none"><li>- Webinars on vendor platforms<ul style="list-style-type: none"><li>- Webinar on Payara’s platform scheduled on April 20th</li><li>- <b>IBM Webinar - June 21, 2022 (<a href="#">link</a>)</b></li></ul></li></ul></li></ul>

	<ul style="list-style-type: none"> <li>- Jakarta EE 10 release celebration Tech Talk June 28</li> <li>- manage expectations and risk of early celebration. <ul style="list-style-type: none"> <li>- Potentially record and share in July</li> <li>- UPDATE <a href="#">Register here</a> &amp; promote</li> </ul> </li> <li>- REVIEW - Jakarta EE - June 30, 2022 (Align with German JakartaOne Livestream) <ul style="list-style-type: none"> <li>- Community run event - not using Crowdcast; part of Cloudland event <ul style="list-style-type: none"> <li>- May be issues getting actual numbers</li> </ul> </li> <li>- <a href="#">They will have an hour of a panel discussion celebrating EE 10</a></li> <li>- 18:00 - 18:45 CEST (12:00 ET)</li> </ul> </li> <li>- Chinese tech talk - by Emily Jiang - July 7th - introducing Jakarta EE 10 release</li> <li>- <a href="#">Jakarta EE 10 Influencer video and Jakarta EE 10 release image video</a>-Release image video still being worked on</li> </ul>
<p><b><u>Content (Shabnam)</u></b></p> <ul style="list-style-type: none"> <li>- <b>Submit News</b> <ul style="list-style-type: none"> <li>- Process document (<a href="#">link</a>)</li> </ul> </li> <li>- Rebrand of CNJ eBook <ul style="list-style-type: none"> <li>- Social Kit <a href="#">Link</a>-Please promote</li> <li>- <a href="#">Landing page preview</a></li> </ul> </li> <li>- 2022 Developer Survey-</li> <li>- <b><u>Timeline</u></b></li> <li>- <b><u>Survey participation report</u></b> <ul style="list-style-type: none"> <li>- <a href="#">Results so far</a></li> <li>- Members should create blog post promoting survey (<a href="#">see timeline for signup</a>)</li> <li>- <a href="#">Social kit</a></li> <li>- <a href="#">Key messaging document</a></li> </ul> </li> <li>- Blog Series-<a href="#">David Kral's article published on Jaxenter</a></li> <li>- Ladislav Thon- <a href="#">CDI Lite published on TheServerSide</a></li> <li>- <a href="#">Releases page is now live</a></li> <li>- <a href="#">How to get involved in Jakarta EE page mockup</a> <ul style="list-style-type: none"> <li>- <a href="#">How to contribute video</a></li> <li>- <a href="#">How to become a committer</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Submit tech talks through the website form - currently we have talks into April but need more.</li> <li>- Shabnam shared the <a href="#">Survey participation report</a></li> </ul> <p><b>Developer Survey</b></p> <ul style="list-style-type: none"> <li>- September 6th launch</li> </ul>

<ul style="list-style-type: none"> <li>- <a href="#">Blog series for spec updates</a></li> <li>- <a href="#">Community presentation link</a>, <a href="#">Jakarta EE template deck</a> are added to the website now, <a href="#">virtual zoom backgrounds</a></li> <li>- <b>Tech Talk-</b> <ul style="list-style-type: none"> <li>- <a href="#">Sign up sheet</a></li> <li>- <a href="#">Sign up sheet</a> result</li> <li>- <a href="#">Scheduled talks</a></li> </ul> </li> <li>- Update content on some of the webpages based on SEO recommendations (FAQs, About Jakarta EE WG, About Jakarta EE &amp; Specification pages)</li> </ul>	
<p><b>Develop and promote a “Why Jakarta EE” page and social program</b></p>	<ul style="list-style-type: none"> <li>- Build out draft based on Messaging document <ul style="list-style-type: none"> <li>- <a href="#">First draft to start with-Shabnam</a></li> <li>- Need to assign a couple of people to work through this and start the page design <ul style="list-style-type: none"> <li>- Ed, Jadon, and Neil to take a first cut</li> <li>- Neil to put timeline together for this - target September</li> </ul> </li> </ul> </li> </ul>
<p><b>Case Studies</b></p> <ul style="list-style-type: none"> <li>- <b>Jakarta EE ambassadors</b></li> <li>- <b>Member submitted</b></li> </ul>	<ul style="list-style-type: none"> <li>- Need to come up with actual end-user case studies to show Jakarta EE in production</li> <li>- Otavio - writing one now - end of July</li> <li>- Neil - blog series with client (will work on case study support) - September target</li> </ul>
<p><b>Discuss different views of the news feed</b></p> <ul style="list-style-type: none"> <li>- Need to ensure the news feeds are consistent (<a href="#">Jakarta EE Working Group News link</a> vs <a href="#">eclipse/jakarta news link</a>)</li> <li>- Information in the <a href="#">github issue 1321</a></li> </ul>	
<p><b>Event Planning - 2022</b></p> <ul style="list-style-type: none"> <li>— <del>FOSDEM (Feb 5-6)</del></li> <li>— <del>JavaLand (March 15-17)</del> <ul style="list-style-type: none"> <li>— <del>Table in the usergroup cafe - need help staffing: No need for any advanced scheduling or formal sign-ups. Just pop in if present at the event</del></li> <li>— <del><a href="#">Map</a></del></li> <li>— <del><a href="#">Hours</a></del></li> </ul> </li> <li>— <del>DevNexus (April 12-14, Atlanta)</del> <ul style="list-style-type: none"> <li>— <del>we've been offered a free booth: <a href="#">booth sign up sheet</a></del></li> </ul> </li> <li>— <del>Devoxx UK (May 11-13)</del></li> <li>— <del><a href="#">JNation</a> (June 7)</del></li> <li>- <a href="#">JBCNConf</a> (July 18-20) <ul style="list-style-type: none"> <li>- We are offered a 1*2m space</li> </ul> </li> </ul>	<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>- Look to invite JUGs, and other members to participate in the booth when we have one. Promote to them the value of conversations they can have and get them excited about sharing their experiences.</li> </ul> <p>JBCNConf - look into member presence and how we can support Jakarta EE conversations. <a href="#">Sign up sheet</a></p> <p>JavaOne - brief discussion on status</p> <ul style="list-style-type: none"> <li>- Invitation only - session speakers</li> <li>- Perhaps do a reception event aligned to the conference</li> </ul>

<p><b>in the <a href="#">community stand</a> for a table and a rollup-need to cover the booth for 9-18hrs</b></p> <ul style="list-style-type: none"> <li>- JConf.dev (September 24-26, Chicago)</li> <li>- Devvxx BE (October 10-14)</li> <li>- JavaOne (October 16-20, Las Vegas) <ul style="list-style-type: none"> <li>- Should we do a reception?</li> </ul> </li> <li>- EclipseCon 2022 (October 24-27, <a href="#">Ludwigsburg</a>)</li> <li>- W-Jax 7-9 Nov (end user perspective)</li> </ul> <p><b>JakartaOne Livestream</b>  <a href="#">Vendor keynotes registration spreadsheet</a>  <b>Annual JakartaOne Livestream - Date: Dec 6</b></p> <p>JakartaOne Livestream(s)</p> <ul style="list-style-type: none"> <li>- Look at localization expansion <ul style="list-style-type: none"> <li>- Eg. China</li> </ul> </li> <li>- Possible interested areas <ul style="list-style-type: none"> <li>- Spanish <ul style="list-style-type: none"> <li>- Interested to have the event-talked to Tanja at Devnexus</li> </ul> </li> <li>- <b>German - June 30</b></li> <li>- <b>Chinese - August 31</b></li> <li>- <b>Japanese - Sept 16</b></li> <li>- <b>Portuguese Sept 29</b></li> </ul> </li> </ul> <p>Look at more engagement in Chinese Jakarta EE community</p>	<p>German event</p> <ul style="list-style-type: none"> <li>- Not using Crowdcast so typical reporting may not be available</li> <li>- Face to face and virtual event</li> </ul> <p>Chinese - similar to German event - different tools used</p> <ul style="list-style-type: none"> <li>- Can people outside of China attend? <ul style="list-style-type: none"> <li>- Yes - Emily participating from UK</li> </ul> </li> </ul>
<p><b>Q2 &amp; Q3 priorities - review</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Document link</a></li> </ul>	<p>Are there any updates needed for Q3?  Do we need to move a Q2 priority into Q3?</p> <p>Document updated to reflect transition from Q2 to Q3</p> <p>Bring up to the steering committee/Platform committee - Launch the technical survey on specification direction for Jakarta EE</p>
<p><b><a href="#">1Q2022 Marketing Operations Update</a></b>  (Shabnam)</p> <ul style="list-style-type: none"> <li>• Please review and we will review comments in our next call.</li> </ul>	<p>Discussion - can we simplify and reduce the effort required for this report?</p>
<p><b>Create content targeting IT Decision Makers to drive executive awareness</b></p>	<ul style="list-style-type: none"> <li>- Looking to deliver in 2Q2022 - need to draft an outline and tie to release 10 rollout</li> </ul>