

Jakarta EE Marketing Committee Meeting - 8 January 2026 (10:30 ET)

<https://eclipse.zoom.us/j/190310950>

<p>Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Dmitry Kornilov (Oracle) Dominika Tasarz (Payara) Chiara Civardi (Payara) Stallone Anandan (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Jadon Ortlepp (Omnifish) Maggie Zhao (Shandong)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Priorities Q1:</p> <ul style="list-style-type: none">• Launch and promote the rebranded website (homepage + mega menus)• Deliver the updated Jakarta EE Branding Guidelines• Launch and promote the Developer portal and Join us and updated membership pages• Develop a Jakarta EE 12 milestone launch playbook<ul style="list-style-type: none">◦ Launch and promote the Jakarta EE 12 landing page• Develop vendor neutral plan for promotion of the Jakarta EE implementations• Create a successful experience for Devnexus in March<ul style="list-style-type: none">◦ Booth success◦ Talk Promotion• Deliver 1 Jakarta EE dedicated article in the EF community newsletters (focused on AI	<p>Ongoing Priorities</p>

narrative) newsletters <ul style="list-style-type: none"> Deliver exclusive swag for 2025 top contributors 	
Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> 22 January, 2026 5 February, 2026 	- Dominika unavailable on the 5th of Feb - will need a volunteer to chair the call
Approval of the previous mtg minutes (2 mins)	approved
Steering Committee - report	- Financial plan was approved
2026 Marketing Plan	<p>8 Jan</p> <p>Marketing plan deliverables by quarter</p> <p>11 Dec</p> <ul style="list-style-type: none"> Discussed flexibility in the budget allocation within marketing spend - <p>27 Nov</p> <p>Proposed 2026 Financial plan is not acknowledged by the Steering CMTE yet, but based on that proposal MKT financial plan is \$158k.</p> <ul style="list-style-type: none"> Without the final financial plant, we discussed the support of JavaOne and general consensus (without a vote) was that a set of less expensive events was preferable. <p>13 Nov</p> <p>We don't have the financial plan to propose the MKT budget for each category or provide the detailed metrics based on the budget available for each.</p>

	<ul style="list-style-type: none"> ● Milestone 1 for EE 12 Release: https://docs.google.com/document/d/1OIs74o7HAPM54PRi7kTIXjmGNI5ZhS4bF2ituXkj3Es/edit?tab=t.0 ● First Draft for review and feedback
Website Rebrand	<p>8 Jan, 2026</p> <ul style="list-style-type: none"> ● Launch on Monday, 12 January <ul style="list-style-type: none"> ○ Social kit for members to promote ○ Shabnam's Blog ○ Preview page ● Timeline for 2026 website enhancement ● Translations-EF webdev tehttps://redesign-2025--jakartae.netlify.app/am is exploring AI tools for translations moving forward, Shabnam gave a heads up to Eric and Kenji before holidays <p>11 Dec</p> <ul style="list-style-type: none"> ● Please review the website preview and add comments if any in the issue, the plan is to go live on 16 Dec ● Become a member page copy include member benefits table by tiers-please review by 17 Dec ● 7th of January is an approximate date of the new home page go live to make sure the support team is available in case any issues ● Shabnam will send out social kit, blog and announcement as well, and confirm if the page is being published in early January <p>Review</p> <p>27 November</p> <ul style="list-style-type: none"> ● Become a member page copy include member benefits table by tiers-please review by 5 December ● Mega menu preview ● Input for mega menu implementation has been added to github issue ● Shabnam has shared the mockups for the "Join us" and "developer portal" for implementation but webdev priority in Q4 is implementing the home page and ensuring that the overall look and feel with the new theme doesn't break any of the current pages. These pages will be implemented in the new year when they start to tackle the rest of the site.
<p>2026 Events</p> <ul style="list-style-type: none"> - What do we want to do next year? <ul style="list-style-type: none"> - Track sponsorship? - Surround? - Other ideas? 	<p>8 Jan</p> <ul style="list-style-type: none"> ● 2026 Conference sheet ● Devnexus: We are offered a joint booth with MP at Devnexus. joint booth is #26 in Open Source Cafe area ● You have silver sponsorship benefits

	<ul style="list-style-type: none"> ○ One 6' x 4' booth location within the exhibit/atrium area. ○ Company logo and any session information on the event website, with links to your company site. ○ Full conference passes for four (4) company delegates for the two-day event period. Important to note that any speakers from your orgs, will already have speaker passes <ul style="list-style-type: none"> ● Exploring and identifying university hackathons-to outreach to early career developers, estimation \$5k-\$7k - possible hackathon coming in May, possible SFSCOn collab <p>11 December</p> <ul style="list-style-type: none"> - 2026 JavaOne - March 17-Same benefits as last year but sponsorship cost is \$30k <ul style="list-style-type: none"> - Option to sponsor a \$5k coffee station, Shabnam reached out to them yesterday to see if it includes conference passes. Also if there is opportunity to have a community space given we don't have the budget to sponsor a booth - Shabnam chasing organisers to see if there's availability for smaller sponsorship or community day - Ivar will most likely attend the event whether or not we sponsor - No feedback on speakers yet, we will revisit at the next call to see which members are going - 2025 Conference sheet <ul style="list-style-type: none"> - 2026 Devnexus <ul style="list-style-type: none"> - Will not sponsor track - Will have a community booth
<p>Jakarta EE Use Cases & Success Stories</p>	<p>8th of January</p> <ul style="list-style-type: none"> - SME - still in touch <p>11 December</p> <ul style="list-style-type: none"> ● More context and scope was provided to the SME per his request, interview questions shared and waiting for his reply ● New opportunity recommended by Otavio: ETU using Jakarta EE, several components, such as CDI, JSF, JPA, etc. while integrates with AI, using Amazon. ● Shabnam reached out to see if they are interested in collaborating on a case study

2025-04-24

- Desperate need for use cases - can point to vendor case studies along with a small write-up.
- Create a use case landing page with pointers to vendor case studies
 - Short description about role of Jakarta EE in the case study, even if the actual case study doesn't explicitly call out Jakarta EE (Neil - also reach out to Dominika)
- Employment opportunities for new Java developers
 - Showcase industries and areas where Java is dominant

2025-05-22

- [Draft of the Case Study page](#)
- [Example of a case study \(Alinma Bank - Liberty\)](#) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page
- [Draft of the Case Study page](#) to work with MKT CMTE members to develop

JakartaOne Livestream - regional
- Determine what regional events will be run and when

Jakarta Tech Talks

8 January

- **Inviting the community for hosting 2026 Livestream and in person language specific events** - email out coming soon
- Livestream studio location to change for 2026 - new location still TBC, looking into options

11 December

- **2025 Livestream [Report](#)**
- Discussed the report - audience feedback and how we can respond, less barriers to join, good polls response rates
- Recording videos editing in progress, will be uploaded to YT and be promoted separately
- Main recording is still being promoted, can add time stamps for specific sessions
- **Updates on the Chinese Livestream on 25 Sep**
 - **189 registrations**

Cat	Source	View People	View Num	Peek of Live Attendance	Average Watch Time During(Minutes)	Likes	Comments	Shares
JakartaOneLivestream-2025	Main Meeting Room	97	252	84	84	1453	37	114
JakartaOneLivestream-2025	Princeton	2891	4294	44	2	4392	470	114
JakartaOneLivestream-2025	BES	298	351	7	1	61	0	6
JakartaOneLivestream-2025	Total	3286	4897	135	87	5906	507	120

Other Content (Shabnam)

8th of January

<ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<ul style="list-style-type: none"> ● Jakarta EE 12 release page mockup-please review and add comments by 15 Jan ● Review mockups for the “Join us” and “developer portal” and provide feedback by 15 Jan ● Q3 report, Shabnam working on Q4 report ● There were updates in steering committee for Q3, those are being added to the doc
<p>Jakarta EE Contribution Github Repo</p> <ul style="list-style-type: none"> - Non-spec related contributions 	<p>2025-08-07</p> <ul style="list-style-type: none"> - Invite community to help with the Tutorial - share socially - Blog post about the opportunity to engage and learn (Neil) - Eric - can we determine how to support multi-language translation for the tutorial? <p>2025-04-24</p> <ul style="list-style-type: none"> - Who do we need to engage to gain traction with submitting ideas? Ambassadors? Members? JUGs? - Who is going to lead this effort for the Marketing group? <ul style="list-style-type: none"> - Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe - Neil - bring up on Future Directions call - Look at conferences and conference organizers to promote Jakarta EE content (Ryan) - Speaker bureau - promote as resource for groups to get access to qualified Jakarta EE speakers (Neil) <p>8 May meeting:</p> <ul style="list-style-type: none"> - Inviting everyone to get involved and start raising attention to this repository.