

Jakarta EE Marketing Committee Meeting - 5 February 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 narrative) newsletters● Deliver exclusive swag for 2025 top	<p>Ongoing Priorities</p>

contributors	
Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - 19 February, 2026 - 5 March, 2026 	<ul style="list-style-type: none"> - Dominika is unavailable on the 19th of Feb and 2 April-should we move the calls for a week? - Are members okay with their pictures being added on the MKT CMTE page? <ul style="list-style-type: none"> - Eric prefers not to have his picture on the CMTE page -
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	-
Website Rebrand And Other Content (Shabnam)	5 Feb <ul style="list-style-type: none"> • The Join Us page and Developer portal page went live today. They are being promoted on our channels. Please amplify. • JakartaOne key pages include JakartaOne Livestream, Tech Talk, and JakartaOne in person.are ready for review and feedback by 13 February. • The become a member mockup is ready for review and feedback by 13 February. • Q4 report is ready for your review and feedback. We will go through the highlights on the next call. • 22 Jan, 2026 <ul style="list-style-type: none"> • The rebranded website is live and being promoted on social • Join us & Developer portals pages are being implemented to launch by the end of Jan, early Feb • Mockup for EE12 landing page is updated based on feedback and submitted for implementation

	<ul style="list-style-type: none"> • JakartaOne main page copy is here for review and feedback by 29 January • The Become a member page mockup is being finalised and will be shared on the next call • JakartaOne livestream, F2F and Tech talk messaging is in works • Q4 report is in the works • Rebranded zoom backgrounds <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--jakartaee.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? 	<p>5 Feb</p> <ul style="list-style-type: none"> • Devnexus: Working with MP community to prep for Devnexus-we have a shared community booth this year

- Surround?
- Other ideas?

- [Booth staffing signup sheet](#) for community members
- Jakarta EE swag is being shipped-100 handy pen, 3 in 1 tool
- We also had some leftover swag with the supplier that's being shipped to the venue
- **OCX** - agenda is now live; video interview booth is being planned, please signup to save your spot.
 - [Signup sheet](#)
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22 Jan

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- **Devnexus 2026**
- **Will reuse the banner from the previous year and ship it to the venue**
- **Working on shipping the existing inventory to Devnexus (50-60 apparel in different sizes) and will order one more swag item to ship there (looking into options)**
- [Booth staffing signup sheet](#) for community members
- **OCX** - agenda live next week; interview booth planned and a signup sheet will be available.
 - [Signup sheet](#)

8 Jan

- [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**
 - **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**
 - [Booth staffing signup sheet](#) for community members

	<p>22 Jan</p> <ul style="list-style-type: none"> • Chinese livestream on 24 September <p>8 January</p> <ul style="list-style-type: none"> • 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
<p>Jakarta EE Use Cases & Success Stories</p>	<p>5 February</p> <ul style="list-style-type: none"> • SME confirmed he will provide the interview responses by the end of February. <p>22 January</p> <ul style="list-style-type: none"> • Send a follow up message to the SME this week to confirm collaboration <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. <p>2025-04-24</p> <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> - Showcase industries and areas where Java is dominant <p>2025-05-22</p> <ul style="list-style-type: none"> - 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

<p>2026 Marketing Plan</p>	<p>5 Feb</p> <ul style="list-style-type: none"> We started promoting the M2 on social and was very well received with over 2k impressions. So we decided to experiment by boosting that post on LinkedIn and received 34k impressions and over 120 new followers with less than \$100. Our average new organic followers on LinkedIn is around 50 monthly. <p>22 Jan</p> <ul style="list-style-type: none"> EE 12 milestone 2 announcement is on 27 Jan. Otavio helped us with messaging by creating this article yesterday. We are working on the posts to promote this announcement. <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
<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)

8 May meeting:

- Inviting everyone to get involved and start raising attention to this repository.