

Jakarta EE Marketing Committee Meeting - 5 March 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) Luqman (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) joined late</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• 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 March, 2026 - 2 April, 2026 	<ul style="list-style-type: none"> - Are members okay with their pictures being added on the MKT CMTE page? - Eric prefers not to have his picture on the CMTE page -
Approval of the previous mtg minutes (2 mins)	approved
Steering Committee - report	<ul style="list-style-type: none"> - 2 new Jakarta EE 11 products, GlassFish in progress - suggested to promote those - Jakarta EE 12 - discussion on progress, milestone 3 work, concern about some projects not having activity, not clear action yet - TCK refactoring causing issues with migrations for some vendors - Jakarta EE User Group in Japan mentioned , first meeting with 40 attendees - suggested to have report on this event - Discussions on improvement in communication within the committee, issues mostly due to timezones
Content & other updates (Shabnam)	5 Match <ul style="list-style-type: none"> ● The EE 12 landing page is live, added in the navigation bar and being promoted ● JakartaOne main page mockup is ready for review and feedback by 12 March ● We have started working on mockups for key pages (Tech Talk, Livestreams and In-person events) ● New logo for JakartaOne Tech Talk

- [Proposed Marketing process and plan](#) to promote Jakarta Spec implementations and compatible products for review and feedback by 12 March

Discussion: clarification on certification component needed for promotion of products - details to be added within the document as comments Tanja to make changes within the doc

- **Jakarta EE User Group**
 - Jakarta EE user group was created in Japan! Congratulations!
 - The first meetup was earlier today. About 40 attendees. And 66 followers
 - Two talks were given.
 - <https://jakartaee.doorkeeper.jp/>
 - **We are working on creating a logo and policy to add to the website**
 - **Can we find out how this overlaps with potential JUG**
 - **Suggested having a report post event would be good**

19 Feb

- The [EE 12 landing page implementation](#) is in works. We will have a preview soon
- [Become a member mockup](#) is [shared for implementation](#)
- Prototypes for JakartaOne are in works and we will have the concepts for the next call to review.
- We started promoting the M2 on social and it was very well received on LinkedIn with over 2k impressions. So we decided to experiment by boosting that post on LinkedIn and received **106k+ impressions** and over **766 new followers** with less than \$300. Our average new **organic followers on LinkedIn is around 50 monthly.**
- [Q4 report is ready for your review and feedback.](#)

2026 Events

- [2026 Conference sheet](#)
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5 March

- Devnexus was this week, we will get the report for next call.
- Jakarta EE Hackathon at [ShiftAppens](#) is in works-Coimbra 1-3 May
 - Working on social kit and other logistics
 - Creating the challenge and content
- JCON-Payara will be there, Emily and Grace (IBM) coming too
- Javaland-not sponsoring Ivar will be there
- OCX-registration is open, and discount code for MKT CMTE: **JAKARTAEE20**
 - **Video interview booth** is being planned, please signup to save your spot.

- Landing page request created for the Chinese Livestream
- The annual event creation and promotion start in April
- We have a good number of tech talks (15 so far) scheduled already

3	January 15	Jakarta Data and NoSQL - Standardized Data Access for Jakarta EE	Werner Keil	werner.keil@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
4	January 20	REST vs GraphQL: Choosing the right strategy for Modern Java Application	Vipin Mullilengil Vellipullithodi	vipinmv1@in.ibm.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
5	January 22	GPU-Accelerated Java with TomadoVM and Temurio JDK 21	Athanasios Stratikopoulos	athanasios.stratikopoulos@manchester.ac.uk	Single Session	Adoptium Webinar	Ludmila M.		https://github.com/markoheinz
6	February 3	Harness Java's Unmatched Power with JAQ Stack: Accelerate Web Development for Enterprise-Scale	Suren Konathala	konathalasuren@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
7	February 10	Services Reloaded: Increased Throughput with Project Loom Virtual Threads	Kito D. Mann	kito.mann@virtua.tech	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
8	February 24	Jakarta Agentic AI, An Open Conversation -	Dominika Tasarz	dominika.taszar@peyera.fish	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
9	March 10	Democratizing ML with ChatGPT: Low-Code Sentiment Analysis for Inclusive AI Adoption	Ritui ashvinbhai Trivedi	reachmitrivedi@gmail.com	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
10	March 17	Jakarta Tech Talk: Accelerating a Software Engineer's Career Through Open Source: Lessons from Jakarta EE	Otavio Santana	aviopollanasantana@gmail.com	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
11	May 5	Jakarta EE 12: Entering the Data Age of Enterprise Java	Otavio Santana	aviopollanasantana@gmail.com	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
12	May 7	Servits as Edge APIs: Turn Your PI Into a Fully Functioning Edge Web Server	Igor Souza	igorasouza@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
13	August 4th	Multi-Framework Microservices: Building Cloud Native Platforms for Spring Boot and Jakarta EE	Doug Drechsel	dougdrechsel@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
14	September 15	An AgTech application with Jakarta EE 10	Estuardo Wyss	estuardo.wyss@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
15	September 29	Adoptium Summit	Athanasios Stratikopoulos	athanasios.stratikopoulos@manchester.ac.uk	Half-day event	Adoptium Summit	Ludmila M.	Shabnam M.	https://github.com/markoheinz
16	October 6	Expect the Unexpected: Handling Exceptions in Enterprise Applications	Kito D. Mann	kito.mann@virtua.tech	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
17	October 8	Agentic AI: Transforming High-Velocity Data Workflow Performance	Rajkumar Sukumar	ukumar.rajkumar27@gmail.co	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/markoheinz
18	...								

22 Jan

- Chinese livestream on 24 September

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

Jakarta EE Use Cases & Success Stories

5 March

- Sent a follow up email

19 February

- SME confirmed he will provide the interview responses by the end of February.

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11 December

- New opportunity recommended by Otavio: ETU using Jakarta EE, several components, such as CDI, JSF, JPA, etc. while integrates with AI, using Amazon.

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

	<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>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>