

## Jakarta EE Marketing Committee Meeting - 13 March, 2025 (11:00 ET)

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

<p><b>Attendees:</b> Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Luqman Saeed (Payara) Chiara Civardi (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Reza Rahman (Microsoft) Otavio Santana (Committer Rep) Stallone Anandan (Payara)</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Priorities</b> <b>Q1:</b></p> <ul style="list-style-type: none"><li>• <b>Field and promote the 2025 Jakarta EE developer survey</b></li><li>• <b>Successfully host the Jakarta EE track at Devnexus, Atlanta</b><ul style="list-style-type: none"><li>○ <b>Booth success</b></li><li>○ <b>Track Promotion</b></li></ul></li><li>• <b>Create a successful experience for JavaOne in March</b><ul style="list-style-type: none"><li>○ <b>Booth success</b></li><li>○ <b>Talk Promotion</b></li></ul></li><li>• <b>Launch and promote the release of Jakarta EE 11</b></li><li>• <b>Deliver 1 Jakarta EE dedicated article in the EF community newsletters in Q1</b></li><li>• <b>Deliver 1 how-to guides</b></li><li>• <b>Deliver 1+ blogs to share the results of the Cloud Native Java Survey</b></li><li>• <b>Focus on Asia market:</b><ul style="list-style-type: none"><li>○ <b>1 Tech Talk in Chinese</b></li></ul></li></ul>	<p><b>Ongoing Priorities</b></p>

<b>Action Items:</b>	<b>Completed:</b>

<b>Agenda</b>	<b>Minutes</b>
General discussion (2mins)	- Melissa will be moving to another team (Java) so won't be joining our marketing call.
Upcoming Meetings <ul style="list-style-type: none"> <li>- March 20</li> <li>- April 3</li> </ul>	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	<ul style="list-style-type: none"> <li>- CoreProfile (now available) and WebProfile (will be in ballot before end of March but conclusion may slip into April).</li> <li>- Jakarta EE 12 plan review ballots have started; <ul style="list-style-type: none"> <li>- Currently on ballot: <ul style="list-style-type: none"> <li>- Jakarta NoSQL 1.0 Release Review Closes Mar 11 (today) (not adopted in the platform)</li> <li>- Jakarta Data 1.1, Plan Review, closes Mar 18</li> <li>- Jakarta CDI 5.0, Plan Review, closes Mar 18</li> </ul> </li> <li>- Possible addition of new projects - Jakarta Query, Jakarta HTTP</li> <li>- Guide to contributing - draft available shortly</li> </ul> </li> <li>- Jakarta Config - lengthy discussion on alternatives and working with MicroProfile working group on a possible specification transfer from MP to Jakarta EE; decisions delayed for further input from MP as well as any trademark issues being determined.</li> </ul>
<b>Jakarta EE 11 release marketing plan</b> <ul style="list-style-type: none"> <li>• <a href="#">Jakarta EE 11 messaging doc</a></li> <li>• <a href="#">Jakarta EE release marketing plan</a></li> </ul>	<b>Notes:</b>

	<p>Request from Steering</p> <ul style="list-style-type: none"> <li>○ Is it to promote the release of Jakarta NoSQL 1.0. have been approved and thank the project team involved? <ul style="list-style-type: none"> <li>■ First spec following entire Jakarta EE process</li> <li>■ Otavio will be submitting an article about this spec and the process.</li> </ul> </li> <li>● <b>We need Member Quotes ASAP</b></li> <li>● <b><a href="#">PR draft</a> for EE 11 release is final (TCK related blurb is now added), reviewed by members pending supporting quotes</b></li> <li>● <b><a href="#">Social kit to promote as the release becomes available</a></b></li> <li>● Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each.</li> <li>● Until release date is known, <ul style="list-style-type: none"> <li>○ Promote JakartaOne Livestream - December</li> <li>○ Promote Developer Survey Report</li> <li>●</li> </ul> </li> </ul> <p>2025-02-20</p> <ul style="list-style-type: none"> <li>- We can look at announcing the CoreProfile and WebProfile as part of a social campaign/blog.</li> <li>- PR/AR will happen with the Platform release.</li> <li>- Adding Core Profile to Starter - make this the CTA from the blog</li> </ul> <p>2025-03-13</p> <ul style="list-style-type: none"> <li>- <b>Members to send over any information about compatible implementations and timing for Jakarta EE 11</b></li> </ul>
<p><b>2025 Events</b></p> <ul style="list-style-type: none"> <li>- <b>What do we want to do next year?</b> <ul style="list-style-type: none"> <li>- Track sponsorship?</li> <li>- Surround?</li> <li>- Other ideas?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- <a href="#">2025 Conference sheet</a></li> <li>- <b>JCON Europe (May 12-May 15 Cologne)</b> <ul style="list-style-type: none"> <li>- <b><a href="#">Sign-up sheet for the booth</a></b></li> <li>- The booth and Jakarta EE talks will be included in newsletter, email campaign and social to promote</li> <li>- <b><a href="#">Social Kit to Promote the Booth and Jakarta EE Talks</a></b></li> </ul> </li> <li>- <b>JDCConf - virtual (Microsoft) - April 9-10</b></li> </ul>

- **Submit talks related to Jakarta EE - CFP closes Friday, January 24, speakers have been notified. Sessions will be occurring from 1 from RedHat, 1 from Oracle, 2 from IBM, Broadcom. There might be a few sessions on-demand TBA**
  - **Javaland sponsorship (April 1-3) Nürburgring, Germany. 5k Euros potentially shared with 2 other Java related WGs-Approved**
    - **Business Lounge agenda is published on Javaland's site**
    - **Social kit to promote the talks and Business lounge**
    - **Sign up sheet to support the booth We need help with booth staffing**
    - **Sign-up sheet for Biz Lounge opportunity at Javaland, please sign up if presenting or attending**
    - Stand Area: 12m<sup>2</sup> (Stand location 236 or 238) — valued at €9,700 in their sponsorship prospectus
    - Walls: 2 unbranded walls (side and back)
    - Conference Tickets: 3 tickets for your team
    - Business Lounge Access: For both days—Valued at €9.900 in their prospectus
    - Payara and Microsoft will be in attendance. Will help staff the booth as availability permits.
  - **2025 Devnexus Sponsorship (March 4-6) - Atlanta**
- 2025 Devnexus Track and booth Updates:**
- Strong developer engagement with 300+ developer conversations at the booth, sessions and networking activities, and 210 scanned badges.
  - The Jakarta EE booth was in front of the Track room, making it easier to drive session attendance and engagement.
  - The AI tools session generated high interest, with 25 attendees, especially after hearing about it at the booth.
  - The booth was well-staffed by the community and members, with only two slots unfilled. Thanks to everyone who supported us at the booth!
  - Slight increase in track attendance, with Jakarta EE sessions drawing 8-25 participants per session, slightly more than last year
  - Expanded networking opportunities: The EF team attended key networking events, including the JUG

Leader's Summit, Java Champions Summit, the Women in Tech lunch, Speakers' dinner, Off Heap podcast (featuring Ivar's interview) and Neo4J Fika AI (YouTube channel).

- **Booth [Sign-up sheet](#) We need help in staffing the booth (booth #5)**
- **[Marketing Plan](#)**
- **Payara will be in attendance (booth staffers subject to change)**

**JavaOne sponsorship: Approved**

**[Sign up sheet for booth support](#)**

**[Social Kit to promote the booth and Ivar's talk](#)**

**Please help sign up to staff the booth**

Payara and Oracle will be in attendance. Will look to fill out booth spreadsheet as soon as possible.

AI (2/20) Shabnam to add a link to the social kit for what we are looking to promote at JavaOne. Tanja and Ivar will be our main POCs at the booth.

**Beyond your sponsorship here are the opportunities:**

**1. We're hosting a Java luminary summit (agenda TBD) as a Day 0 activity on March 17th - Shabnam will explore details (2/20)**

**2. There's an unconference planned for JavaOne on March 20th**

- **MicroProfile chipping in \$5k**
- **Internally we are exploring participation of other WGs**
- **Concern about the session content - only 7 Enterprise Java sessions if that**
  - **Need to provide feedback to organizers - especially around Jakarta EE 11 content**
  - **Session catalog search details here: <https://reg.rf.oracle.com/flow/oracle/javaone25/catalog/page/catalog?search=>**

**2025-03-13**

- **Devnexus - good attendance in sessions; good interactions and engagement; booth attendance good with support from community members.**
- **Question on what NA events are good for Java**
  - **Some conferences that target multiple languages**
- **JavaOne**
  - **Payara will be represented, Dominika, and will schedule time in the Jakarta EE booth**

<p><b>2025 Planning</b></p> <ul style="list-style-type: none"> <li>- Reference - 2024 Marketing Plan (<a href="#">link</a>)</li> </ul>	<p><a href="#">2025 MKT Plan</a>  <a href="#">2025 MKT Plan by quarter</a></p> <p>Notes:</p> <ul style="list-style-type: none"> <li>- Review Metrics <ul style="list-style-type: none"> <li>- Metrics - are these the right items to track?</li> <li>- Why are we not seeing as much tracked for members? <ul style="list-style-type: none"> <li>- We should review the submissions monthly in the spreadsheet</li> <li>- Add content to community news</li> <li>- Should we look to increase our social presence? Instagram? Blue Sky?</li> </ul> </li> </ul> </li> </ul>
<p><b>Cloud Native Java Technical Survey</b></p> <ul style="list-style-type: none"> <li>- Launch in June/July; keep open for 6 weeks.</li> <li>- Focus on Beyond 11 and full stack Java</li> <li>- Need to build out questions.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Social kit to promote the blog</a></li> <li>• <a href="#">Blog is live</a> and is being promoted on social, email campaigns, etc <ul style="list-style-type: none"> <li>◦ Promotion activities will start the week of Feb. 24</li> </ul> </li> <li>• <a href="#">Survey findings, blog example to publish results</a></li> <li>• <a href="#">Timeline</a></li> </ul> <p><a href="#">Summary blog</a>-Shabnam, the blog <a href="#">is now live on Jakarta.ee</a></p> <p>Sharing of the report - Late Feb/Early March timeframe:</p> <ol style="list-style-type: none"> <li><b>1. Members write blogs through the community site and promote through social to get the results out</b></li> <li><b>2. Members can also share through their own blog sites</b></li> </ol>
<p><b>JakartaOne Livestream</b> - regional</p> <ul style="list-style-type: none"> <li>- Portuguese (January 19, 2024)</li> <li>- Determine what regional events will be run and when</li> </ul> <p><b>Jakarta Tech Talks</b></p>	<p><b>2025 JakartaOne Livestreams</b></p> <ul style="list-style-type: none"> <li>• Any experience to share using Streamyard as a platform for webinars/events? <ul style="list-style-type: none"> <li>◦ Reza/Microsoft has experience with Steamyard. It's a professional-grade platform. For the presenters: Works well with Chrome. Simple platform (doesn't have a lot of features). Works well with YouTube, LinkedIn. Folks would attend on YT.</li> </ul> </li> <li>• <b>Chinese livestream will take place on Sept 25th-Updates from Eric?</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Waiting to hear back from the community on dates for other worldwide livestream events. Dates TBD.</li> </ul> <p><b>Notes:</b></p> <p><a href="#">2025 Vendor talks Signup Sheet</a></p> <ul style="list-style-type: none"> <li>- <b>Eric - will discuss Chinese livestream with the community and try to get a date for the next meeting</b> <ul style="list-style-type: none"> <li>- <a href="mailto:jianguo.ma@microsoft.com">jianguo.ma@microsoft.com</a> - Reza recommended to get involved</li> <li>- Also looking for Oracle to get someone local engaged.</li> </ul> </li> <li>- <b>Emily - hosting quarterly Tech Talks beyond the Livestream events.</b> <ul style="list-style-type: none"> <li>- Would be good to understand the impact of these and raise visibility</li> </ul> </li> <li>- <b>Tanja to send another email request for communities to sign up for a Livestream this year.</b></li> </ul>
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<p><b>Other Content (Shabnam)</b></p> <hr/> <ul style="list-style-type: none"> <li>- Spec documents and video scripts</li> <li>- Starter Project</li> </ul> <hr/> <ul style="list-style-type: none"> <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> </ul>	<ul style="list-style-type: none"> <li>• <b><a href="#">2025 Jakarta EE Developer Survey Timeline</a></b> <ul style="list-style-type: none"> <li>○ <a href="#">Social Kit to promote</a></li> <li>○ <a href="#">Survey preview link in survey monkey</a></li> <li>○ <a href="#">Questions to review</a> and provide feedback by 4 Feb</li> </ul> </li> <li>• <b>Discuss Implementation of the <a href="#">Starter mockup</a> that was created in <a href="#">Sep 2023</a></b> <ul style="list-style-type: none"> <li>○ Shabnam will bump up this activity and see if Kito can help make changes/updates. Otherwise, we can look at having a contractor assist.</li> <li>○ Need to address existing issues</li> <li>○ Involving someone without the background could cause more problems - check with Kito to see what can be done.</li> </ul> </li> <li>• <b><a href="#">Jakarta Data video</a></b> is live and running ads since 20 Dec to promote: 57k views as of 9 Jan. <ul style="list-style-type: none"> <li>○ <b>207k views as of 21 Jan</b></li> <li>○ <b>504k views as of 5 Feb</b></li> <li>○ <b>686k views as of 20 Feb</b></li> <li>○ We will look to use a similar style/format and run promotions around the Jakarta EE 11</li> </ul> </li> </ul>
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launch.

- **March Newsletter includes an article by Chiara Civardi from Payara on the 25th anniversary of enterprise Java**
- **Any topic suggestions or interest in participating Feb or March EF newsletter?**
- Final version of the EE 11 release feature video
  - Please review and provide any feedback
  - May need to adjust some of the wording if we slip out of 2024 for the release (cadence is listed as 2 years)
- Starting to work on a number of Technical guides and how tos:
  - **How to Use Jakarta Data with the Jakarta EE Starter, - pause until Jakarta EE 11 is available**
  - **Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions**
  - **Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence**
- Jakarta EE Community deck is updated
- **Jakarta EE 11 MKT activities:**
  - Zoom backgrounds
  - Preview release Page, github issue
  - Jakarta EE 11 release video
  - EE 11 spec image
  - Theme image for the EE 11 release
  - video script for the key features release video, Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call
  - EE 11 copy for the release page
    - Make the cards work like in release 10 with learn more expansion
  - Jakarta EE release page github issue
  - Social kit is in works

**Action Items:**

**Program Plan goal:**

[https://docs.google.com/presentation/d/1F\\_moVpxn0u30qaq-QHNgp8NL9Pg4\\_6DWR-BvdqB1Bdw/edit#slide=id.g325477d6211\\_0\\_80](https://docs.google.com/presentation/d/1F_moVpxn0u30qaq-QHNgp8NL9Pg4_6DWR-BvdqB1Bdw/edit#slide=id.g325477d6211_0_80)

2025-01-23

- Reza - start building a set of proposals for non-spec related contributions (theme - If I only had the time)
  - Ideal for new people to dig into - eg dev advocates looking to engage

	<ul style="list-style-type: none"><li>- Tanja to provided the <a href="#">github repo link</a> for tracking these items</li><li>- Consider renaming the github repo to reflect the focus on community contributions. (Outreach, Advocacy, Community)</li><li>- Look at promoting the repo on the "Get Involved" page.</li></ul> <p>2025-03-13</p> <ul style="list-style-type: none"><li>- Name should reflect what we want to accomplish with this repo - Advocacy - promote technology and its use</li><li>- Get people more engaged and contribute beyond the spec process</li><li>- Shabnam to research who can help with this.</li></ul>
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