

Jakarta EE Marketing Committee Meeting - 19 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) 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• 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 contributors	<p>Ongoing Priorities</p>

Action Items:	Completed:
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Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - 2 April, 2026 - 16 April, 2026 	<ul style="list-style-type: none"> - 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)	meeting minutes approved
Steering Committee - report	<ul style="list-style-type: none"> • Deliverables for Q1 for marketing completed - congratulations to the team and the members, and thank you for making this happen! • Marketing process and plans to promote Jakarta Spec implementations and compatible products for review and feedback - not presented to the committee yet
Content & other updates (Shabnam)	<p>19 March</p> <ul style="list-style-type: none"> • JakartaOne main page mockup feedback is incorporated. The agency started implementation in WordPress • JakartaOne key pages are in works incorporating Shabnam's feedback, including JakartaOne Tech Talk, JakartaOne Livestream and JakartaOne in-person pages. • The designer will also create an "all events" page, including a filter option and templates for upcoming events pages • The new become a member page went live today, and a CTA linking to this page has been added on the navigation bar. • We have created a mockup for the revamped "what is Jakarta EE" page. Please review and provide feedback by 26 March - Otavio's suggested explanatory video • Proposed Marketing process and plan to promote Jakarta Spec implementations and compatible products for review and feedback <p>5 Match</p> <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://jakartae.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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19 March

- **Devnexus highlights- Emily** - good booth location, shared with MicroProfile, MP provided goodies (tshirts, stickers,hoodies), busy. Some issues with uploading the leads - working on this
- **Javaland highlights - Dominika** - better location, more attendees 1500, exhibition space in the main hall by the keynotes sessions - should consider sponsoring next year, Carmen's talk and panel - 20-30 attendees, Ivar's - TBC
- **Jakarta EE Hackathon at [ShiftAppens](#) is in works-Coimbra 1-3 May**
 - [Social kit for promotion](#) and social cards
 - We have [created a teaser video](#) for promotion
- **Voxxed Days Amsterdam** - we will have a free booth, any more committee members who can help please volunteer
- **OCX-registration is open, and discount code for MKT CMTE: **JAKARTAEE20****
 - **Video interview booth** is being planned, please signup to save your spot.
 - [Signup 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.
 - [Signup sheet](#)
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19 Feb

- **Devnexus:** Working with MP community to prep for Devnexus-we have a shared community booth this year
 - [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

	<ul style="list-style-type: none"> ○ OCX - agenda is now live; video interview booth is being planned, please signup to save your spot. <ul style="list-style-type: none"> ■ Signup sheet <p>22 Jan</p> <ul style="list-style-type: none"> ● Devnexus 2026 ● Will reuse the banner from the previous year and ship it to the venue ● Booth staffing signup sheet for community members ● OCX - agenda live next week; interview booth planned and a signup sheet will be available. <ul style="list-style-type: none"> ○ Signup sheet <p>8 Jan</p> <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
<p>JakartaOne - regional</p> <ul style="list-style-type: none"> - Determine what regional events will be run and when <p>Jakarta Tech TaTech Talk-</p> <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result <p>Scheduled talks Iks</p>	<p>19 March</p> <ul style="list-style-type: none"> ● JakartaOne in person in Dominican Republic in July ● Updates on JakartaOne Livestream China? ● JakartaOne China (in-person) <p>Emily's update - team discussed location options, will pick a location and day (likely Friday in July) in the next weeks.</p> <p>19 Feb</p> <ul style="list-style-type: none"> ● 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/adoptium/adoptium-talks
4	January 20	REST vs GraphQL: Choosing the right strategy for Modern Java Application	Vipin Mullerigil Velloppillil	vipinmv1@in.ibm.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
5	January 22	GPU-Accelerated Java with TomadoVM and Temurin JDK 21	Athanasios Stratikopoulos	athanasios.stratikopoulos@manchester.ac.uk	Single Session	Adoptium Webinar	Ludmila M.		https://github.com/adoptium/adoptium-talks
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/adoptium/adoptium-talks
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/adoptium/adoptium-talks
8	February 24	Jakarta Agentic AI: An Open Conversation -	Dominika Tasarz	dominika.taszczak@peyars.fish	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
9	March 10	Democratizing ML with ChatGPT: Low-Code Sentiment Analysis for Inclusive AI Adoption	Ritvi ashvinbhai Trivedi	readmitrivedi@gmail.com	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
10	March 17	Jakarta Tech Talk: Accelerating a Software Engineer's Career Through Open Source: Lessons from Jakarta EE	Otavio Santana	aviopollansantana@gmail.com	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
11	May 5	Jakarta EE 12: Entering the Data Age of Enterprise Java	Otavio Santana	aviopollansantana@gmail.com	Concurrent Sessions	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
12	May 7	Servlets as Edge APIs: Turn Your PI into a Fully Functioning Edge Web Server	Igor Souza	igfesusouza@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
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/adoptium/adoptium-talks
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/adoptium/adoptium-talks
15	September 29	Adoptium Summit	Athanasios Stratikopoulos	athanasios.stratikopoulos@manchester.ac.uk	Half-day event	Adoptium Summit	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks
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/adoptium/adoptium-talks
17	October 8	Agentic AI: Transforming High-Velocity Data Workflow Performance	Rajkumar Sukumar	rajkumar27@gmail.com	Single Session	Jakarta Tech Talk	Ludmila M.	Shabnam M.	https://github.com/adoptium/adoptium-talks

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

19 March

Shabnam received the interview responses, our content team will work on the first draft (mid-April for the first draft deadline).

5 March

- Sent a follow up email

19 February

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

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.

	<ul style="list-style-type: none"> - 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>