

## Jakarta EE Marketing Committee Meeting - 30 April 2026 (10:30 ET)

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

<p><b>Attendees:</b> Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Emily Jiang (IBM) Dmitry Kornilov (Oracle) Dominika Tasarz (Payara) Luqman Saeed (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Jadon Ortlepp (Omnifish) Maggie Zhao (Shandong)</p>	<p><b>Eclipse Foundation:</b> Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p><b>Current Priorities</b> Q2</p> <ul style="list-style-type: none"><li>• Event Support (booth success &amp; talk promotion, hosting)<ul style="list-style-type: none"><li>◦ Voxxed Days</li><li>◦ Jakarta EE Hackathon in Coimbra</li></ul></li><li>• Launch and promote the rebranded JakartaOne website (homepage)</li><li>• Launch and promote key JakartaOne event pages including Tech talk, Livestreams, in person</li><li>• Deliver 3+ website enhancements (including new pages/key page revamps including About Jakarta EE, Spec and Learning hub pages)</li><li>• Record and produce 4+ community video interviews at OCX for year-round promotion</li><li>• Deliver 1 Jakarta EE dedicated article in the EF community</li><li>• Promote the release of Jakarta EE 12 as it becomes available</li><li>• Support the JakartaOne China organizers to host a F2F event in July</li></ul>	<p><b>Ongoing Priorities</b></p>
<p><b>Action Items:</b></p>	<p><b>Completed:</b></p>

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> <li>- 14 May, 2026</li> <li>- 28 May, 2026</li> </ul>	Shabnam in on vacation on 14 May meeting
Approval of the previous mtg minutes (2 mins)	
Steering Committee - report	Steering Committee was cancelled due to OCX
Content & other updates (Shabnam)	<p>30 April</p> <ul style="list-style-type: none"> <li>• The mockups for “<a href="#">Learning hub</a>” and “<a href="#">Specification</a>” pages are submitted to the webdev team and being implemented.</li> <li>• <a href="#">JakartaOne website updates</a></li> <li>• <a href="#">The OCX video interview recordings</a> will be edited and promoted on our channels in Q2.</li> <li>• We are working on a policy page for the Jakarta EE user group, the logo is ready and shared with Kenji to use for their event</li> </ul> <p>16 April</p> <ul style="list-style-type: none"> <li>• The “<a href="#">What is Jakarta EE</a>” page is now live</li> <li>• “Learning hub” and Specification pages are being revamped. Mockups are in works and plan to launch these in Q2</li> <li>• We have the <a href="#">mock ups for the main page and key pages</a> including JakartaOne Livestream, in-person, Tech Talk, templates for the upcoming events and more. The agency is incorporating the feedback in <a href="#">WordPress</a>.</li> <li>• Jakarta EE User Group             <ul style="list-style-type: none"> <li>○ Jakarta EE user group was created in Japan! Congratulations!</li> <li>○ The first meetup was earlier today. About 40 attendees. And 66 followers                 <ul style="list-style-type: none"> <li>■ Two talks were given.</li> </ul> </li> <li>○ <a href="https://jakartaee.doorkeeper.jp/">https://jakartaee.doorkeeper.jp/</a></li> <li>○ We are working on creating a logo and policy to add to the website</li> <li>○ Can we find out how this overlaps with potential JUG</li> <li>○ Suggested having a report post event would be good</li> </ul> </li> </ul>
2026 Events <ul style="list-style-type: none"> <li>- <a href="#">2026 Conference sheet</a></li> <li>-</li> </ul>	<p>30 April</p> <ul style="list-style-type: none"> <li>• OCX feedback (Dominika &amp; Emily):             <ul style="list-style-type: none"> <li>○ Java talks were diluted in the agenda and not well represented.</li> </ul> </li> </ul>

- Bad timing for the Java talks
- JCON is free for Java user groups and same week as JCON so relevant Java audience were not present
- Location and logistics were great
- Interviews organised very well, great set up, went smooth
- Would be great to have more feedback from Kenji
- From Tanja - 3 analysts interviews done, requests for long-term roadmap and plans, AI plans, well received, MicroProfile & Jakarta EE questions came up too  
<https://www.efficientlyconnected.com/jakarta-ee-ai-integration-roadmap-2026/>
- Jakarta EE Hackathon at [ShiftAppens](#) is in works-Coimbra 1-3 May
  - We will have a challenge and two interactive sessions
  - [Social kit for promotion](#) and social cards
  - We have [created a teaser video](#) for promotion
- JavaZone sponsorship confirmed, we started working on the logistics. Ivar has submitted a talk. Once we have more information of the booth, Shabnam will provide an update
- We are exploring the possibility of organising a Jakarta EE hackathon in collaboration with NOI Hackathon in July/August, Otavio is checking to see if he can attend and help
- Geecon Krakow-Ivar presenting
- JNation-Portugual -Luqman is presenting
- JCON Slovenia-Buhake is presenting
- Jprime in Bulgaria-June
- Devovx Poland-17 June

16 April

- OCX-registration is coming up, and discount code for MKT CMTE:
  - Video interview booth is being planned, please signup to save your spot.
    - [Signup sheet](#)
    - [Interview questions at the video booth](#)
- Jakarta EE Hackathon at [ShiftAppens](#) is in works-Coimbra 1-3 May
  - We will have a challenge and two interactive sessions
  - [Social kit for promotion](#) and social cards
  - We have [created a teaser video](#) for promotion
- Since we didn't sponsor Devnexus, JavaOne, JCON or Javaland this year, MKT CMTE was suggesting exploring sponsoring [JavaZone](#) this year. We need to inform them asap as their standard sponsorship option is almost full. 4k-5k attendees
  - Stand  
6 square meters (3x2) with back and side wall, in the Expo area
  - Profiling  
Logo on homepage and other JavaZone activities.  
Stand tickets  
4 flexible conference tickets for stand personnel.
  - Dominika and Jadon gave a +1 to sponsor JavaZone this year on the call
  - Jfall in Amsterdam

<p>JakartaOne - regional</p> <ul style="list-style-type: none"> <li>- Determine what regional events will be run and when</li> </ul> <p>Jakarta Tech TaTech Talk-</p> <ul style="list-style-type: none"> <li>- <a href="#">Sign up sheet</a></li> <li>- <a href="#">Sign up sheet</a> result</li> </ul> <p><a href="#">Scheduled talks</a> lks</p>	<p>30 April</p> <ul style="list-style-type: none"> <li>• JakartaOne China-when is the date, can we reuse the description from last year to create the page on the site? Emily and Eric providing more info via email, then we will create website pages and email</li> </ul> <p>24th July, Shanghai - tentative, still TBC, Jakarta committee providing up to €1K funding, Emily to request that via email. Logistics and food etc, swag spend is separate - ideally ordered locally to save time and money</p> <ul style="list-style-type: none"> <li>• <a href="#">Annual JakartaOne Livestream on 1 December</a> <ul style="list-style-type: none"> <li>○ Save the date was promoted yesterday and we have 20 registrations now.</li> <li>○ We have the program committee members confirmed <ul style="list-style-type: none"> <li>■ Rustam, Otavio, Reza, Mala, Edwin, Hantsy</li> </ul> </li> <li>○ <a href="#">Vendor talks sheet</a>-please sign up, deadline is on 22 September, 2026</li> </ul> </li> </ul> <p>•</p> <p>16 April</p> <ul style="list-style-type: none"> <li>• <a href="#">Annual JakartaOne Livestream on 1 December</a> <ul style="list-style-type: none"> <li>○ We have the program committee members confirmed <ul style="list-style-type: none"> <li>■ Rustam, Otavio, Reza, Mala, Edwin, Hantsy</li> </ul> </li> <li>○ <a href="#">Vendor talks sheet</a>-please sign up, deadline is on 22 September, 2026</li> </ul> </li> <li>• Updates on JakartaOne Livestream China?</li> <li>• JakartaOne Livestream-Dominican in October, the website page will be created by early May</li> <li>• JakartaOne in person in Dominican Republic in July is in progress</li> <li>• Emily's update - team discussed location options, will pick a location and day (likely Friday in July) in the next weeks.</li> </ul>
<p>Jakarta EE Use Cases &amp; Success Stories</p>	<p>30 April</p> <ul style="list-style-type: none"> <li>• <a href="#">The draft is shared with the SME</a> for review by 20 May. Then we'll work on design and layout, landing page and promotional plan to launch the case study in early July.</li> </ul> <p>16 April</p> <p><a href="#">First draft the Jakarta EE case study</a> for review by 27 April</p> <p>19 March</p> <p>Shabnam received the interview responses, our content team will work on the first draft (mid-April for the first draft deadline).</p> <ul style="list-style-type: none"> <li>• New opportunity recommended by Otavio: ETU using Jakarta EE, several components, such as CDI, JSF, JPA, etc. while integrates with AI, using Amazon.</li> </ul> <p>2025-04-24</p>

	<ul style="list-style-type: none"> <li>- Desperate need for use cases - can point to vendor case studies along with a small write-up.</li> <li>- Create a use case landing page with pointers to vendor case studies <ul style="list-style-type: none"> <li>- 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)</li> </ul> </li> <li>- Employment opportunities for new Java developers <ul style="list-style-type: none"> <li>- Showcase industries and areas where Java is dominant</li> </ul> </li> </ul> <p>2025-05-22</p> <ul style="list-style-type: none"> <li>- <a href="#">Draft of the Case Study page</a></li> <li>- Example of a case study (<a href="#">Alinma Bank - Liberty</a>) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page</li> <li>- <a href="#">Draft of the Case Study page</a> to work with MKT CMTE members to develop</li> </ul>
2026 Marketing Plan	<p>22 Jan</p> <ul style="list-style-type: none"> <li>• EE 12 milestone 2 announcement is on 27 Jan. Otavio helped us with messaging <a href="#">by creating this article yesterday</a>. We are working on the posts to promote this announcement.</li> </ul> <p>8 Jan</p> <p><a href="#">Marketing plan deliverables by quarter</a></p>