Jakarta EE Marketing Committee Meeting - 5 June 2025 (11:00 ET)
https://eclipse.zoom.us/j/190310950

Attendees:	Eclipse Foundation:
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Alasdair Nottingham (IBM)	Serina El Salibi (Eclipse Foundation)
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)	
Otavio Santana (Committer Rep)	
Stallone Anandan (Payara)	

Current Priorities
Q2:

- **Event Support (booth success & talk promotion)**
  - **JCON Germany**
  - **Javaland**
- Develop a brand and website enhancement plan for the JakartaOne website
- Develop a brand and website enhancement plan for the Jakarta EE website
- Launch and promote the release of Jakarta EE 11 as it becomes available
- Support the JakartaOne Japan organizers to host a F2F event in July
- **Deliver 1 Jakarta EE dedicated article in the EF community**
- Launch and promote the content preference survey
- Website improvements e.g. Learn page, spec pages, Starter page, etc
- Deliver 1 how to guide

Ongoing Priorities

Action Items:	Completed:

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - 26 June - 3 July	
Approval of the previous mtg minutes **(2 mins)**	
Steering Committee - report	Actions: May 22: Need to request that new member (Life Ray) funds be allocated to marketing for extra digital work and swag for JakartaOne livestream-Chinese and Japanese (see goals) ● EE 11 - ballots close 23rd of June; launch 24th of June ● Moving forward with election for vacancy left by Reza's departure ● MicroProfile - still working on it ● June 17 working group meeting - anyone can join
2025 Jakarta EE Developer Survey	● 2025 Jakarta EE Developer Survey Timeline 　○ **Social Kit to promote** 　○ **Report** 　　■ **1687 as of 5 June** 　　■ Slide to promote the survey Note: 1. Need a big push from members to increase the count over the last month. Survey closes June 5. 2. Promote at JCON Europe in May - QR code for survey (Neil to create)
Jakarta EE 11 release marketing plan ● Jakarta EE 11 messaging doc ● Jakarta EE release marketing	**Notes:** ● **PR** Final

[plan](#)	- **Full release social kit**
	- **Preview Release page**
	- **Social kit to promote as the release becomes available**
	
	2025-05-22
	  - **Jakarta EE 11 - Need someone to do a talk or 2 about the full release (Reza no longer available) - Otavio - will coordinate to get speakers.**
	  - Ed/Jared - Jakarta TechTalks (virtual); perhaps a separate Jakarta Data talk as well. The newsletter about this is now live
	    - Reza to ask Ed about timing for platform. (late May/June?)
	    - Reach out to **Gavin**, Otavio, Nathan about Jakarta Data talk
	    - Jakarta Persistence talk would be valuable as well (Gavin?)
	  - When the Platform and full release becomes available, we have the following plan for promotion:
	    - PR and AR to promote that the full release is now available
	    - Official EF Blog to promote the release
	    - Social campaign to promote the release of Jakarta EE Platform, updates to specifications, interviews with community members
	    - Launch and promote the Jakarta EE 11 release page including promotions on social, reddit, paid ads, newsletters
	    - Launch and promote the Jakarta EE 11 key highlights video
	  - **Scheduling a Tech talk on 25 June with Jared and Ed Burn potentially inviting other community members suggested by Otavio to participate**
	  - **Please do a supporting blog post that points to the official EF Blog and/or PR.**

Jakarta EE Contribution Github Repo
- Non-spec related contributions
	2025-04-24
	  - 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?
	    - Ed - talk to Daniel (on team) about JUG engagement - Eastern Europe
	    - Neil - bring up on Future Directions call
	  - Need backlog of talks/blogs
	    - Jakarta Data, Persistence, other new/updated content
	  - Pursue NA/India/other JUG areas
	  - 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.
	22-May meeting:
	  - Ed to follow up with Daniel about JUG engagement
	  - Neil to follow up on Speaker bureau engagement
	05-June:
	  - Need to clarify what objective for speaker bureau. Do we need to create a Speaker Bureau page/list and recruit people?

Jakarta EE Use Cases & Success Stories	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
	    - 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
	    - Showcase industries and areas where Java is dominant
	2025-05-22
	 - 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

2025 Events
- **What do we want to do next year?**
    - **Track sponsorship?**
    - **Surround?**
    - **Other ideas?**
	- 2025 Conference sheet
	- **OSCA conference (Africa), $1.5k was approved by the MKT CMTE last year.** As we are preparing for this event, the CPF is now open if members are interested in participating-Mid August.
	- JPrime and Geecon: Otavio will be attending

2025 Planning - **Reference - 2024 Marketing Plan (link)**	2025 MKT Plan 2025 MKT Plan by quarter Notes: May 22: 1. Discuss website update options and solicit feedback from members on ideas and priorities (including pages that need work) a. Feedback document, please add your input by **12-June** 2. Review plan by quarter - look at 2Q activities June 5: 1. Shabnam working with design team on 2 possible design updates. Please provide feedback by 12 June so any input gets considered as part of the design process.
JakartaOne Livestream - regional - Determine what regional events will be run and when **Jakarta Tech Talks**	**2025 JakartaOne Livestreams** ● **Annual Livestream**

- ○ Program committee is being finalized and added to the website - link
- **JakartaOne Japan: F2F event on 30 July at Microsoft office in Tokyo**
- With requests from community to organize more F2F JakartaOne events we think it's best **JakartaOne.org website to expand the JakartaOne brand (launch in Q3-Q4)** beyond the current livestream format. This update will modernize the site's look and feel while also repositioning JakartaOne as the umbrella brand for all Jakarta EE event types.
- Scope of the Revamp:
  - ○ Modern redesign of the site (structure, layout, fonts, imagery, etc.)
  - ○ Rebrand JakartaOne Livestream into JakartaOne (umbrella brand)
  - ○ Update the JakartaOne logo to remove "Livestream" and reflect the broader scope
- Add dedicated sections/pages for:
  - ○ JakartaOne Face-to-Face Conferences (e.g., Japan event in July)
  - ○ JakartaOne JUG Tours (Ivar's JUG talks repackaged and tracked on a dedicated page)
  - ○ JakartaOne Tech Talks (currently called Jakarta Tech Talks – webinar series)
  - ○ JakartaOne Livestream (virtual events under the existing format)
- **Notes:**

2025 Vendor talks Signup Sheet

2025-03-2

- **Chinese Livestream community discussion - minutes**
- **Rough schedule is ready**

2025-04-24

- **Chinese Livestream - 25 September (link)**
  - **Request for video recording from EF-10 minutes by 18 September**

2025-06-05

- **Chinese Livestream**
  - **Serina - kickoff last week of June**

	- **Button for register now points to WW event; remove or disable for now.**
	- **CFP is live.**
	- **What platform will be used? CrowdCast caused some issues.**
	  - **OBS directly to EF Youtube and other channels.**
	- **December event**
	  - **Program committee set**
	  - **Webpage updated (link), including registration**
	  - **Vendor signup sheet available at link above**
	- **Only 2 (Chinese and WW) livestream events this year**
	- **JakartaOne China f2f - community looking at doing a f2f event - July 18**
	  - **4-5 talks; ½ day**
	  - **Eric/Emily to provide information to Tanja to put on https://jakartaone.org/**
	  - **Motion: approve the allocation up to $1000 USD to support the JakartaOne China F2F event.**
	    - **Ed - need confirmation about fund availability - Tanja confirmed.**
	    - **Ed - seconded**
	      - **Oracle - Yes**
	      - **IBM - Yes**
	      - **Primeton - Yes**
	      - **Tomitribe - confirming with Cesar**
	  - **Motion passed.**

Other Content (Shabnam)
 	
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  - Spec documents and video scripts
  - Starter Project
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  - **Tech Talk-**
    - **Sign up sheet**
    - **Sign up sheet** result
    - **Scheduled talks**
    -
	● **Wiki page for Jakarta Data-Please review and provide feedback by Jun 12, 2025**
	● **Content Preference Survey-launch on 17 June**
	  ○ **Collector: https://www.surveymonkey.com/r/JakartaEEMembers**
	
	  ○ **Timeline**
	● **Q1 MKT Operations Report-Please review and provide feedback by 12 June**
	  ○ **To help improve the visibility of the learn page, we need help from members to provide backlinks to this page, guides, etc. on their blogs, website and anywhere else possible-please see the report**
	● **Discuss Implementation of the Starter mockup that was created in Sep 2023**
	● **May newsletter: Article on Jakarta EE 12 work is live**
	● **Opportunity to include a Jakarta EE related article in the iJUG newsletter-Summer issue. - will be published in**

	August
	○ **Otavio - suggested adding graphic about Jakarta EE 11 (differences) to the article-Done**
	○ 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**
	● 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
	   ○ 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