Jakarta EE Marketing Committee Meeting - 24 July 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)	
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)	
Sonja Gu (Microsoft)	

Current Priorities	Ongoing Priorities
Q3: ● Deliver the 2025 developer survey report ● Finalise design mockups and navigation for Jakarta EE website rebrand ● Finalise design mockups and navigation for the JakartaOne brand ● Support the Chinese community in organizing and delivering the JakartaOne Livestream (China) ● Support the Japanese community to deliver a locally organized F2F event in China ● Support the Chinese community to deliver a locally organized F2F event in China ● Deliver 1 how to guides ● Launch and promote the refreshed Get Started page ● Launch the new Jakarta Data Wiki page	

Action Items:	Completed:

Agenda	Minutes
General discussion **(2mins)**	-
Upcoming Meetings - 7 August - 21 August	
Approval of the previous mtg minutes **(2 mins)**	
Steering Committee - report	Meeting dates: - Steering committee meetings will be offset again. Next meeting will be August 12 Jakarta EE 11 - Retrospective was done on the platform call (issue link, document link) - The Spec Committee has Retrospective on the Agenda for the next call Jakarta EE 12 ● Primary work items at the moment are to focus on open PRs for spec drafts ● AI has been mentioned in the latest release calls ○ Platform team is iterating a blog post on this important topic here: https://gist.github.com/edburns/76062d7c780d16b9aaa4cf2590a4776c Discussed topic of European Cyber Resilience Act ● Steve Millidge to prepare a brief for review in September Reviewed 2025 Q2 report Discussed future directions and requested that the Future Directions Interest Group prepare recommendations for review.

Jakarta EE 11 release marketing plan	Notes:
[Jakarta EE 11 messaging doc](#) [Jakarta EE release marketing plan](#)	**[MKT activities report](#)** **[PR](#) Final** **[Full release social kit](#)** **Release page: https://jakarta.ee/release/11/** **[Preview Release page](#)** **[Social kit to promote as the release becomes available](#)** **10 July, 2025** - Jakarta Tech Talk: Jakarta EE 11: What's New and Why You Should Care (Ed Burns, Arjan Tijms) - August 5 - Upcoming Jakarta Tech Talk: We already have Gavin presentation about Jakarta Data: https://www.crowdcast.io/c/jtt150725 - Jakarta Concurrency: Otavio is looking for speakers **2025-06-26** [PR released](#), [landing page is live,](#) [blog posted](#), social media promotion is ongoing, email to over 3k contacts is sent **Please [amplify](#) on Linkedin and [X](#)** - Tech Talks scheduled to celebrate the release: Mike Redlich on 25 June-done, Ed Burns and Arjan on 5 August **Please do a supporting blog post that points to the official EF Blog and/or PR.** **Promote the Tech Talks (June 25 and August 5)** **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. -

Website Rebrand	23 July, 2025
	Incorporating MKT CMTE members and EF feedback into the design, messaging and navigation. Shabnam will share the updated mockups on the next call.
	    a. Feedback document,: can we include users logo on the website as suggested by Dominika?
	10 July, 2025
	-Shabnam presented Concept A, B and C
	   ● Otavio, Eric, Ryan, Shabnam and Tanja prefer concept C. Sonja likes concept A.
	
	Notes:
	 Jun 26, 2025
	-Please review website refresh <u>timeline</u> and the new proposed Jakarta EE navigation. Provide feedback in the <u>navigation tab </u>by leaving comments.
	May 22:
	   2. Discuss website update options and solicit feedback from members on ideas and priorities (including pages that need work)
	      a. <u>Feedback document</u>, please add your input by **12-June**
	   3. 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.

Jakarta EE Use Cases & Success Stories	2025-06-26
	   - Describe any possible client stories in <u>Draft of the Case Study page</u>
	
	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 (<u>Alinma Bank - Liberty</u>) which could be referenced (linked) from a short explanation post on a Jakarta EE case study page

2025 Surveys	● <u>2025 Jakarta EE Developer Survey Timeline</u> 　○ [Social Kit to promote](#) 　○ [Collector Report](#) 　　■ **Closed at 1700** ● **Content Preference Survey is launched on 17 June** 　○ **Collector: https://www.surveymonkey.com/r/JakartaEEMembers** 　○ 96 responses as of 23 July 　○ [Social kit to promote](#) Notes: Jun 26, 2025 　- **Continue to promote the Content Preference Survey**
JakartaOne Livestream - regional 　- Determine what regional events will be run and when **Jakarta Tech Talks**	**2025 JakartaOne Livestreams** We think it would make the most sense to make JakartaOne a subdomain of the main Jakarta EE website (for example: jakartaone.jakarta.ee). This would help unify the brand and make it really clear that JakartaOne is an official part of Jakarta EE. Especially since we're planning to rebrand JakartaOne to include all kinds of Jakarta events: JakartaOne (rebrand) tech talks, livestreams, JUG tours, and F2F events in China, Japan, and other regions. By keeping it under the jakarta.ee domain, we can: ● Strengthen SEO for the main Jakarta EE site by consolidating authority. ● Make navigation easier and more consistent for users. ● Capture and channel traffic from these event pages directly back to Jakarta EE's core content and resources. We think this approach will help us drive all of that event traffic back to the main site over time, supporting overall awareness and adoption goals for Jakarta EE. Our webdev team can help migrate the content to the new URL.

The only technical consideration is that we need to ensure we setup wildcard redirects so that any request to jakartaone.org are automatically redirects to jakartaone.jakarta.ee.

- **Annual Livestream**
  - Program committee is being finalized and added to the website - link
  - **CFP is now open**
  - **Social kit to promote**
  - **2025 Vendor talks Signup Sheet**
- **JakartaOne Japan: F2F event on 30 July at Microsoft office in Tokyo**

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-is final and is being reviewed by wikipedia, rejected twice with the message: the content is not impartial enough and draws from too many primary sources. Our team is working on making changes
	● Q2 report in works
	● Starter mockup is implemented pending deployment by project team
	● **July EF community Newsletter: Article authored by Otavio: 10 reasons why you should use Jakarta EE**
	   ○ **Will be featured on the learn page after newsletter is published and we will leverage on our channels to promote it further**
	● Jakarta EE Community deck is updated
	● **Jakarta EE 11 MKT activities:**
	   ○ **Zoom backgrounds**
	   ○ **Jakarta EE release page github issue**

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
	- **Ai4devs conference in Amsterdam, 19 Sep**
	   - Website : amsterdam.ai4devs.io
	   - CFP : https://amsterdam.ai4devs.io/speakers
	   -
	
	DETAILS
	
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		BASIC	PREMIUM	TOP

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Space	2x2 m	2x4 m	2x4 m
Custom Booth	--	✅	✅
Keynote	--	--	✅
Free tickets	1	2	3
Disount on tickets	15%	15%	15%
PRICE	1.500 € + VAT	2.500 € + VAT	5.000 € + VAT	 -

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?

2025 Planning - **Reference - 2024 Marketing Plan (link)**	2025 MKT Plan 2025 MKT Plan by quarter