

Jakarta EE Marketing Committee Meeting - 7 August 2025 (11:00 ET)

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

Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) 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) Ed Burns (Microsoft)	Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation) Serina El Salibi (Eclipse Foundation)
Current Priorities Q3: <ul style="list-style-type: none">• 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	Ongoing Priorities

Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	<ul style="list-style-type: none"> - Piranha Cloud - donated to Eclipse <ul style="list-style-type: none"> - Concern from Chiara - message "don't need an application server" - Does this affect any of our Jakarta EE messaging around app servers, etc. - Proposal approved - Expanding the reach of Jakarta EE
Upcoming Meetings <ul style="list-style-type: none"> - 21 August - 4 September 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	
Jakarta EE 11 release marketing plan <ul style="list-style-type: none"> • Jakarta EE 11 messaging doc • Jakarta EE release marketing plan 	<p>Notes:</p> <ul style="list-style-type: none"> • 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 <p>7 August, 2025</p> <ul style="list-style-type: none"> - Need to continuously promote Jakarta EE to potential new users; students, etc. - Need basic content to guide new users - Complete the Jakarta EE Tutorial - key element for getting new users engaged - Top of funnel engagement - ask contributors to update documentation and content to current release levels - get those who are interested in enterprise Java with Jakarta EE - but have no direct experience to contribute <p>10 July, 2025</p>

	<ul style="list-style-type: none"> ● Jakarta Tech Talk: Jakarta EE 11: What's New and Why You Should Care (Ed Burns, Arjan Tijms) - August 5 <ul style="list-style-type: none"> ○ 99 views as of COB August 6; 192 as of August 7 ● 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 -
Website Rebrand	<p>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.</p> <p>a. Feedback document,: can we include users logo on the website as suggested by Dominika?</p> <p>10 July, 2025 -Shabnam presented Concept A, B and C</p> <ul style="list-style-type: none"> ● Otavio, Eric, Ryan, Shabnam and Tanja prefer concept C. Sonja likes concept A. <p>Notes: Jun 26, 2025 -Please review website refresh timeline and the new proposed Jakarta EE navigation. Provide feedback in the navigation tab by leaving comments.</p> <p>May 22:</p> <ol style="list-style-type: none"> 2. Discuss website update options and solicit feedback from members on ideas and priorities (including pages that need work) <ol style="list-style-type: none"> a. Feedback document, please add your input by 12-June 3. Review plan by quarter - look at 2Q activities <p>June 5:</p> <ol style="list-style-type: none"> 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	<p>2025-06-26</p> <ul style="list-style-type: none"> - Describe any possible client stories in Draft of the Case Study page <p>2025-04-24</p> <ul style="list-style-type: none"> - 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 <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

	<p>EE (Neil - also reach out to Dominika)</p> <ul style="list-style-type: none"> - Employment opportunities for new Java developers - Showcase industries and areas where Java is dominant <p>2025-05-22</p> <ul style="list-style-type: none"> - 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 Surveys	<ul style="list-style-type: none"> • <u>2025 Jakarta EE Developer Survey Timeline</u> <ul style="list-style-type: none"> ◦ Social Kit to promote ◦ Collector Report <ul style="list-style-type: none"> ■ Closed at 1700 • Content Preference Survey is launched on 17 June <ul style="list-style-type: none"> ◦ Collector: https://www.surveymonkey.com/r/JakartaEEMembers ◦ 96 responses as of 23 July ◦ Social kit to promote <p>Notes:</p> <p>Jun 26, 2025</p> <ul style="list-style-type: none"> - Continue to promote the Content Preference Survey
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Determine what regional events will be run and when <p>Jakarta Tech Talks</p>	<p>2025 JakartaOne Livestreams</p> <p>We think it would make the most sense to make JakartaOne a subdomain of the main Jakarta EE website (for example: jakartaone.jakarta.ee).</p> <p>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.</p> <p>By keeping it under the jakarta.ee domain, we can:</p> <ul style="list-style-type: none"> • 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](#)
- [Sponsorships](#)
- [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**

2025-08-07

- **Chinese F2F event - held July 25 - 65 attendees from 100 registrations**
 - Pictures and more information coming later

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**

	<ul style="list-style-type: none"> - 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. <ul style="list-style-type: none"> - Ed - need confirmation about fund availability - Tanja confirmed. - Ed - seconded <ul style="list-style-type: none"> - Oracle - Yes - IBM - Yes - Primeton - Yes - Tomitribe - confirming with Cesar - Motion passed.
<p>Other Content (Shabnam)</p> <p>-----</p> <p>----</p> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <p>-----</p> <p>----</p> <ul style="list-style-type: none"> - Tech Talk- <ul style="list-style-type: none"> - Sign up sheet - Sign up sheet result - Scheduled talks 	<ul style="list-style-type: none"> ● Mentor Program, Otavio is going to be a mentor. <ul style="list-style-type: none"> ○ Will work on the messaging and landing page ● Run a campaign to promote “submit a feature request or platform requirement issue in github” <ul style="list-style-type: none"> ○ We want to encourage the community to submit their request for what they want to see in Jakarta EE in terms of new features (feature requests) and requirements for the future of the platform in the project's github page. ○ If you have platform-related requirements, submit an issue and request it here: https://github.com/jakartaee/platform If you have feature requests for future Jakarta EE specifications, look for a repository of the specification, submit an issue and request it here: https://github.com/jakartaee ○ ● 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- is now live ● July EF community Newsletter: Article authored by Otavio: 10 reasons why you should use Jakarta EE <ul style="list-style-type: none"> ○ 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: <ul style="list-style-type: none"> ○ Zoom backgrounds ○ Jakarta EE release page github issue
2025 Events	<ul style="list-style-type: none"> - 2025 Conference sheet

- What do we want to do next year?
 - Track sponsorship?
 - Surround?
 - Other ideas?

- [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

	BASIC	PREMIUM	TOP
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

2025-08-07

- Invite community to help with the Tutorial - share socially
- Blog post about the opportunity to engage and learn (Neil)
- Eric - can we determine how to support multi-language translation for the tutorial?

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.

	<p>22-May meeting:</p> <ul style="list-style-type: none"> - Ed to follow up with Daniel about JUG engagement - Neil to follow up on Speaker bureau engagement <p>05-June:</p> <ul style="list-style-type: none"> - Need to clarify what objective for speaker bureau. Do we need to create a Speaker Bureau page/list and recruit people?
<p>2025 Planning</p> <ul style="list-style-type: none"> - Reference - 2024 Marketing Plan (link) 	<p>2025 MKT Plan</p> <p>2025 MKT Plan by quarter</p>