

Jakarta EE Marketing Committee Meeting - 3 October, 2024 (11:00 ET)

https://eclipse.zoom.us/rec/share/8kfXl1YdfQ9OhQC_7UZ6gJZk2llpp3NVwiFy0SIZEsq-wRZalzoq5P8sAow4hpSS.FLAKSsdfTCN6th5T?startTime=1611842890000

<p>Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) 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) Reza Rahman (Microsoft) Otavio Santana (Committer Rep) Stallone Anandan (Payara)</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <p>Q3 Priorities:</p> <ul style="list-style-type: none">● Deliver the 2024 developer survey report● Field and promote the Cloud Native Java Survey● Prepare and advance promotional activities for the release of Jakarta EE 11<ul style="list-style-type: none">○ Content, PR & AR● Deliver 2 articles dedicated to Jakarta EE in July-Sep issues of the EF community newsletter<ul style="list-style-type: none">○● Create a successful experience for OC for Java conference● JakartaOne Livestream in Chinese <p>Q2 Priorities</p> <ul style="list-style-type: none">● Successfully host the Jakarta EE track at Devnexus, Atlanta-Done● Finalize and start executing the Jakarta EE 11 release MKT Plan	<p>Ongoing Priorities</p>

<ul style="list-style-type: none"> ○ Content ○ PR & AR preparedness ● Deliver 1 technical video on updated specs-In Progress ● Finalize the Technical survey questions ● Website improvements e.g. Learn page, sponsorship page, spec pages, etc ● Create and share Recognition Award cards (list provided by MKT CMTE members) 	
Action Items:	Completed:

Agenda	Minutes
General discussion (2mins)	
Upcoming Meetings <ul style="list-style-type: none"> - October 17, 2024 - October 31, 2024 	
Approval of the previous mtg minutes (2 mins)	Approved
Steering Committee - report	
2024 Jakarta EE Developer Survey -	<ul style="list-style-type: none"> - <u>Survey findings deck for members to review by 29 August</u> - <u>Social Kit to promote the report</u> - Timeline link - <u>PR is final</u> - <u>Quotes from members requested by 16 September</u> - Launch report on 15 October - We are working on the design and layout of the report, the landing page as well as the social kit to promote - Discussion: Please prepare for the key areas of input required from members - see timeline. - <p>Notes:</p> <ul style="list-style-type: none"> — Members provide feedback by August 29 — Review PR by September 10

	<ul style="list-style-type: none">— Quotes are due September 16th— Trying to launch by end of month— Payara and Oracle may need to delay (still in approvals)— Going forward, finalize PR 3 weeks out.
<p>2024 Events</p> <ul style="list-style-type: none">- What do we want to do next year?<ul style="list-style-type: none">- Track sponsorship?- Surround?- Other ideas?	<ul style="list-style-type: none">- 2024 Conference sheet- 2025 Devnexus Sponsorship-Jakarta EE Track and Booth- Call for paper open, 18 so far<ul style="list-style-type: none">— Approved- 09/19 - 18 submissions so far to track; requested that the deadline be extended- JavaOne 2025?<ul style="list-style-type: none">- Melissa - March 18-20; Oracle Conference Center- CFP open - (link)- Sponsorship package?<ul style="list-style-type: none">- \$25k - 5x5 booth + 45 mins Breakout session, 3 passes (includes printing) + monitor,<ul style="list-style-type: none">- Inclusion in mobile app passport gamification- Logo placement on “Thank you to our sponsors” signage, Inclusion in mobile app- Inclusion in sponsor catalog- Onsite logo inclusion in slides prior to keynotes and breakout sessions- Registered attendee company list (company name only)- Consensus - we should pursue JavaOne sponsorship even though it is the first year after quite a time since the last one.<ul style="list-style-type: none">- Can the conference facility hold more than the estimated 600?- What events are we giving up if we do this one? - need to review event list<ul style="list-style-type: none">- Provide estimated attendees for each event in the list- Need to confirm when we have to have a decision

	<p>OCX - Information on this new event format</p> <ul style="list-style-type: none"> ● <u>Video Booth at OCX-Sign-up sheet for community members attending and interested to participate</u> <ul style="list-style-type: none"> ○ <u>Interview Questions</u> ● It could be a good opportunity to involve new contributor by having a <i>coding lounge with experts</i> (hackathon style) at OC for Java <ul style="list-style-type: none"> ○ We need 3-4 experts to lead the effort (particularly the ones already having talks there) ○ Projects with issues labeled “good-first-issue” ○ Already raised within Platform Team ○ Tanja to send an email to all project leads, but need others to help out with this ● <u>Social kit to promote speakers</u> ● <u>Social kit to promote registration</u> ● Sponsor prospectus can be found via the above link or here. <p>Action Required:</p> <ul style="list-style-type: none"> - Promote OCX - Need a lot more registrations <p>Jakarta Tech Talk</p> <ul style="list-style-type: none"> - Eric - 2 tech talks planned <ul style="list-style-type: none"> - March 28 (Chinese community) - 3Q F2F event (Beijing)- 21 July, Report Dedicate 1k euros to support this event - need to determine how to send the payment <p>Notes:</p> <ol style="list-style-type: none"> 1. Promotion underway with local JUGs, university students, for F2F event - targeting 100 2. Payment is being worked by Shabnam and Eric
<p>JakartaOne Livestream - regional</p> <ul style="list-style-type: none"> - Portuguese (January 19, 2024) - Determine what regional events will be run and when 	<p>2024 JakartaOne Livestreams</p> <ul style="list-style-type: none"> - Chinese- September 26th. <u>Vendors submit the info our your speakers here</u> <ul style="list-style-type: none"> - Website is updated with CFP and program committee members

	<ul style="list-style-type: none"> — Agenda has been finalized; registrations should be available starting next week. — Microsoft and Oracle vendor speakers being contacted: Jingxian Guo (Oracle) - December 3 - JakartaOne Livestream (main event) <ul style="list-style-type: none"> - CFP is now open, closed. we have 39 submissions. Members to ask their teams to submit. Targeting over 40 submissions - Link to social kit and graphics - Theme is Jakarta EE Logo in Nature: Ask the community to create the Jakarta EE logo using natural elements like flowers, leaves, stones, or sand. - Vendors submit the info our your speakers here - Jakarta EE community in nature theme - share your creations
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<p>Other Content (Shabnam)</p> <hr/> <ul style="list-style-type: none"> - Spec documents and video scripts - Starter Project <hr/> <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"> ● Final version of the EE 11 release feature video <ul style="list-style-type: none"> ○ Please review and provide any feedback ○ May need to adjust some of the wording if we slip out of 2024 for the release (cadence is listed as 2 years) ● Starting to work on a number of Technical guides and how tos: <ul style="list-style-type: none"> ○ 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 ○ Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence ○ ● EF October Newsletter: reached out to Gavin King to author an article about JPA in EE 11 release <ul style="list-style-type: none"> ○ Interview September 20 ● Jakarta EE Community deck is updated ● August EF community newsletter is featuring an article from Otavio on Jakarta Data ● Jakarta EE 11 MKT activities: <ul style="list-style-type: none"> ○ Zoom backgrounds
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	<ul style="list-style-type: none"> ○ Preview release Page, github issue ○ ○ EE 11 spec image ○ Theme image for the EE 11 release ○ video script for the key features release video, Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call ○ EE 11 copy for the release page <ul style="list-style-type: none"> ■ Make the cards work like in release 10 with learn more expansion ○ Jakarta EE release page github issue ○ Social kit is in works <ul style="list-style-type: none"> ● Working on a new video for Q2: Jakarta Data-the first draft of the video is being edited, will share with the MKT CMTE on the next callx <p>Action Items:</p> <ul style="list-style-type: none"> - Reach out to Shabnam if you have anyone interested in writing an article for October or November newsletters
<p>Jakarta EE 11 release marketing plan</p> <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"> ● PR draft for EE 11 release is final (TCK related blurb is now added), reviewed by members pending supporting quotes ● Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each. ● Until release date is known, <ul style="list-style-type: none"> ○ Promote OCX participation (see below for social kit) ○ Promote JakartaOne Livestream - December ○ Promote Developer Survey Report
<p>Cloud Native Java Technical Survey</p> <ul style="list-style-type: none"> - Launch in June/July; keep open for 6 weeks. - Focus on Beyond 11 and full stack Java - Need to build out questions. 	<ul style="list-style-type: none"> ● Survey findings, blog example to publish results ● Results so far: 174 closed ● Timeline ● Owners to work on analysis, blog series to publish results ● social media kit and promotional cards

	<p>Community Channels: https://www.surveymonkey.com/r/8GP933Y</p> <p>Member Companies: https://www.surveymonkey.com/r/YYC69BW</p> <p>EF Channels: https://www.surveymonkey.com/r/FFD3KDK</p> <p>Notes:</p> <p>Sharing of the report - early January timeframe:</p> <ol style="list-style-type: none"> 1. Members write blogs through the community site and promote through social to get the results out 2. Members can also share through their own blog sites
<p>Jakarta EE – Future Vision Initiative [was: Beyond Jakarta EE 11]</p>	<p>The working document has been updated/replaced with a new one that better organizes the material, defines the steps and status of each, and provides some guidance on the responsibilities for the various ideas that were generated. From the document, the following outlines these steps and progress.</p> <p>Interest Group approved.</p>
<p>2025 Planning - Reference - 2024 Marketing Plan (link)</p> <p>2025 Planning</p>	<ul style="list-style-type: none"> - Looking at the breakdown into quarterly goals - Marketing plan 2024 has the content plan per quarter <p>2025 MKT Plan Draft</p> <ul style="list-style-type: none"> - Brainstorm possible priorities <ul style="list-style-type: none"> - Eg. Making Jakarta EE more visible as the core for enterprise and cloud-native applications
<p>Request from Reza: EF staff to attend 1-2 MP MKT CMTE calls to share Jakarta EE MKT best practices</p>	<p>This request needs to be formalized, considering MP does not have a Marketing Committee (charter),</p> <ul style="list-style-type: none"> • Please provide an email from the steering committee chair with this request that should be well-defined, itemized list with specifics on expected information <p>Note:</p> <ul style="list-style-type: none"> - Looking for information about what has worked and what has not, i.e. lessons learned.