

Jakarta EE Marketing Committee Meeting - October 14, 2021 (11:00 AM)

<p>Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Cesar Hernandez (Tomitribe) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Jonathan Gallimore (Tomitribe) John Clingan (Red Hat) Ryan St James (Tomitribe) Tetiana Fydorenchyk (Jelastic) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep</p>	<p>Eclipse Foundation: Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)</p>
<p>Current Projects</p> <ul style="list-style-type: none">- Q4 Priorities (PPT link, spreadsheet)<ul style="list-style-type: none">- 2022 Planning- Jakarta EE 2021 Developer survey promotion- Jakarta.ee website phase II development completion- Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation- Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate)- Build out theme and strategy for events- Collateral Repository- Why Jakarta EE (Roadmap) content- JakartaOne Livestream- Case Studies (form)- SEO & member site updates- Jakarta EE Website redesign (go live start of Q4)- New Communities + localization<ul style="list-style-type: none">- Chinese (in process)	

Action Items:

- 2021-07-08: Set up tech talk for website update-Jan 18 (Chris to deliver)
- 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam)
- 2021-09-16: Update testimonial quotes from members for (250 characters max) site NOW!!! (add directly to [github issue](#))
- 2021-09-30: Review and provide input on overarching theme and strategy for 2022 planning - Plan due Nov 1.

Completed:

- 2021-03-25: All - promote JakartaOne Livestream Russia (see link below)
- 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - **March 18th will be the meeting**
- 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness
- 2021-02-25: All - Review and provide comments on [Github issue](#) for website re-design and announcements section meeting conclusions
- 2021-03-25: Melissa - Create a document to save themes and best practices from github issues ([link to folder](#))
- 2021-03-25: All - use [social kit](#) content to help promote Developer Survey (starting April 6)
- 2021-03-25: All - determine theme for Kubecon presence
- 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation
- 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one
- 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request) - [link to document](#) -
- 2021-02-11: Neil - Get Katacoda pricing information and policy information
- 2021-05-06: Karen to provide a couple of options for J4K.io that don't involve a booth
- 2021-05-06: All to promote Developer Survey (extended to May 31) [Link to social kit for promotion](#) and [Link to Developer Survey member specific URLs](#) (second tab)
- 2021-05-06: All - provide quotes and blog posts/articles for 9.1 release by May 14
- 2021-05-06: Neil to set up review of Skills Network Labs environment and Badging proposal
- 2021-05-06: Neil to provide steering committee a heads-up on badging proposal
- 2021-02-11: All - update progress report for week ([Progress Report](#))
- 2021-03-25: Karen - create input form for Member Profile content. - reuse the case study one
- 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report

	<ul style="list-style-type: none"> • 2021-04-08: Look at archiving marketing email (Ed to create bugzilla enhancement request) • 2021-06-17: Invite webdev team to July 8th meeting to discuss timeline and help needed. (Karen) • 2021-07-08: Event follow up - Karen (Devoxx France); Neil (Devoxx BE); Neil (j4k.io) • 2021-09-02: Set up discussion with Paul W for 09-09 on budget requests (see below) (Neil/Shabnam) • 2021-09-02: Review website mock up (All) • 2021-09-02: Set up “training” on platform for speakers in upcoming Livestream calls (Shabnam) <ul style="list-style-type: none"> ◦ Scheduled for Monday/Tuesday next week (Sept 20-21) • 2021-09-30: Sign up by Oct 5 for booth duty KubeCon - October 11-15 (virtual booth) •
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Agenda	Minutes
General discussion (2mins)	-
Upcoming Meetings <ul style="list-style-type: none"> - October 14 - 11:00 EDT - October 19 - 12:30 EDT (Working Group Meeting) - October 21 - 11:00 EDT (Review 2022 initiatives and metrics) - October 28 - 11:00 EDT 	
Approval of the previous mtg minutes (2 mins)	- Approved
Reporting to/from Steering Committee (5 mins) (Neil)	<ul style="list-style-type: none"> - Working group meeting - October 19 @ 12:30 Eastern <ul style="list-style-type: none"> - Solicit input from members on what would make the working group and membership more valuable - Initial planning for 2022 were discussed.
Livestream - Turkey (Tanja - 5 minutes) <ul style="list-style-type: none"> - Marketing committee - have someone approach them to encourage them and their activity 	<ul style="list-style-type: none"> - Some negative reaction about lack of vendor participation - Would like to do something to show support for the team that led the livestream. <ul style="list-style-type: none"> - Neil - send an email on behalf of the marketing committee - Going forward make sure these are covered at every meeting

	<ul style="list-style-type: none"> - look into translation and promotion for vendor speakers <ul style="list-style-type: none"> - Provide some insights to organizers of regional events on the top topic areas and other insights.
<p>Jakarta EE Working Group Meeting (20 mins)</p> <ul style="list-style-type: none"> - Goal of the Meeting is to solicit input from members on what would make the Working Group and membership more valuable for them. - October 19, 12:30 pm Eastern <ul style="list-style-type: none"> - Provide 2021 Highlights - Indicate priorities for 2022 	<ul style="list-style-type: none"> - Invitation is in the Marketing Committee Calendar. Please plan on attending.
<p>2022 Planning (all - 30 minutes)</p> <ul style="list-style-type: none"> - Review draft 2022 Steering Committee Plan (link) - Determine: <ul style="list-style-type: none"> - Where in funnel we want to play - Overarching strategy and theme - 	<ul style="list-style-type: none"> - Awareness is still key (at the top) goal <ul style="list-style-type: none"> - Still a lot of educating developers about Jakarta EE - Likely our only goal; but provide information on java EE -> jakarta EE conversions - Version 10 will have new tech we can leverage for pushing forward - Improving awareness activities - better tutorials/hands-on - try now functionality; interactive demos? <ul style="list-style-type: none"> - Should we leave this to members and have a page that enables developers to go to existing vendor samples/experiences - CTO/CIO level messaging; awareness activities - Overarching strategy and theme -
<p>Current Status - Content (Shabnam - 5 minutes)</p> <ul style="list-style-type: none"> - Rebrand of CNJ eBook - Blog series for spec updates - Additional web pages (how to contribute page, community page, release pages) - Update content on some of the webpages based on SEO recommendations (FAQs, About Jakarta EE WG, About Jakarta EE & Specification pages) 	<ul style="list-style-type: none"> - Draft received of CNJ eBook <ul style="list-style-type: none"> - Need to include some info around Jakarta EE 10 - 2nd draft available shortly to be shared with committee - Project leads will draft blog/article for the updates <ul style="list-style-type: none"> - Tech talk anticipated for each - Website <ul style="list-style-type: none"> - How to contribute page being worked on - Release pages content page being worked on - mockup available soon - SEO updates ongoing - FAQs, About Jakarta EE, ...)
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<p>2021 Event Participation</p> <ul style="list-style-type: none"> • KubeCon - October 11-15 (virtual) 	<p>Livestream</p> <ul style="list-style-type: none"> - Ideas for getting more people to register?

<ul style="list-style-type: none"> booth <ul style="list-style-type: none"> ○ Update on CN4EF day at KubeCon ● JakartaOne Livestream - December 7 <ul style="list-style-type: none"> ○ Registration link ○ CFP closed (~45 submissions) ○ Social kit to help members promote (link) ● JakartaOne Vendor Talks (link) <ul style="list-style-type: none"> ○ Live Report (link) ● JConf.dev - December 8-10 (f2f)-member presence? 	<ul style="list-style-type: none"> - Get our social media people engaged to promote. - Shabnam to share CN4EF Day report - Tanja to provide Live Report link
<p>Jakarta EE 2021 Developer survey report & promotion (Timeline for promotion)</p> <ul style="list-style-type: none"> - Press release (link) - Mike's Blog (link) - Media Coverage so far (link) - Social Kit to promote - Open ended questions - spreadsheet with responses 	
<p>Jakarta.ee website development completion (Shabnam)</p> <ul style="list-style-type: none"> - Current status - The current state of this project can be seen here (link) - Feedback from community starting next week - Testimonials need updating to fit new format - Jakarta EE as platform for Cloud Native Java (landing page) 	<ul style="list-style-type: none"> - Recommended members provide updated quotes (250 characters max) by end of day, September 24. (add directly to github issue) - See list of Q4 items in the github issue - Aiming for majority of updates to be done by Livestream in December
<p>Build out theme and strategy for events</p> <ul style="list-style-type: none"> - Suggest theme is aligned with our focus on cloud-native: “Jakarta EE as a reliable, trusted platform for cloud-native innovation” - How do we ladder up activity from livestreams to 3rd party events? - What is our message to all audiences who attend? - What content, graphics, templates, etc. do we want to consistently leverage to promote our theme? - Common objectives and process for livestream events (current) - Common objectives and process for 3rd party events? <p>Event Budget and Spending</p>	<p>Livestreams</p> <ul style="list-style-type: none"> - Turkish event - no vendor participants <ul style="list-style-type: none"> - Hard to find speakers - Summer got in the way - Communications have been good highlighting the need for speakers - *** Need to amplify the message about the events <p>Devovx UK</p> <ul style="list-style-type: none"> - Agreed with sponsorship of the lanyards (no booth) <p>Kubecon</p> <ul style="list-style-type: none"> - 6 sessions at the booth - Staffing sheet coming for members to add session information.

<p>Livestream report - review (Tanja)</p> <ul style="list-style-type: none"> - Need promotion and support for all JakartaOne events <p>Devoxx UK - sponsor lanyards (cost \$5500 but split with ECD Tools WG)</p> <p>KubeCon - October 11-15 (virtual booth)</p> <ul style="list-style-type: none"> • CN4EF day at KubeCon <p>JakartaOne Livestream - December 7</p> <ul style="list-style-type: none"> - Registration link - CFP closed (~45 submissions) - Social kit to help members promote (link) - Vendor Talks (link) <p>JConf.dev - December 8-10 (f2f)</p>	
<p>Articles for Jakarta EE as a reliable, trusted platform for cloud-native innovation</p> <ul style="list-style-type: none"> - content explaining how Jakarta EE is related to offerings (running on their platforms and others) 	<ul style="list-style-type: none"> - Jelastic - blog (link) - Oracle - Payara - IBM doing an article and webcast series on Cloud-Native Java on AWS, Azure, IBM Cloud, GCP
<p>Jakarta EE & MicroProfile marketing synergy (align strategy as appropriate)</p> <ul style="list-style-type: none"> - Jakarta EE & MicroProfile Messaging Doc - link - Common messaging? - Common event strategy? - (see next item - theme and strategy) 	
<p>Trends & Directions in the Market</p> <ul style="list-style-type: none"> - Review any new trends - Topics to pursue 	