Jakarta EE Marketing Committee Meeting - February 6, 2020

Agenda

- Approval of the previous mtg minutes (5 mins) --
- Reporting to/from Steering Committee (10 mins) (Mike D)
- Event Planning (20 mins)
  - KubeCon EU 2020, 30 March-2 April1
    - Sponsored CN4J Day @ KubeCon EU 2020 and progress update (social media kit for members to promote)
    - KubeCon EU Booth sign-up sheet.
  - DevNexus for 19-21 February 2020
    - Devnexus Booth sign-up sheet
    - Reception on Feb 19, 5p.m to 7p.m. (Please register by 5 p.m. ET, Thursday 6 Feb)
    - Reschedule the next MKT Committee call for 27 Feb
  - J4K Conference in September
    - Community booth
    - Sponsoring a reception?
- Enterprise Engagement (10 mins)
  - Jakarta EE Enterprise pitch deck for community use to promote WG membership to enterprises
  - Brainstorming on tactics
- Enabling JUGs (15 mins)
  - Collateral support for enabling JUGs
  - Find speakers for JUG Meetups each month (add to the list here)
  - “Adopt a Spec” program
- Parking Lot for the next meeting:
  - 2020 Jakarta EE Developer Survey
    - Survey review
  - Discuss compatible products page
    - Listing the latest version of the compatible products
  - Review Jakarta EE ‘Champions’ requirements strawman

Attendees:

Jonathan Gallimore (Tomitribe)
Cesar Hernandez (Tomitribe)
Neil Patterson (IBM)
Dominika Tasarz (Payara)
Ed Bratt (Oracle)
Melissa Jacobus (Oracle)
Mike DeNicola (Fujitsu)

Eclipse Foundation:
Discussion:

- Minutes from the previous meeting unanimously approved
- Update from Steering Committee from Tanja
  - Marketing committee update moved up the Steering committee agenda
- Event Planning
  - DevNexus
    - Cloud Native Reception 19th Feb 5-7pm - members please promote!
      ~150 attendees. Please register ASAP. Will be more widely advertised starting today.
    - Next Marketing meeting is Feb 27th
  - KubeCon
    - EF organizing CN4J day - please promote with the social media kit, encourage speakers to write a blog or post on Java subreddit pages to promote the event and sign up to staff the booth at KubeCon
    - Look for backup speakers in case of any issues (Tanja)
    - 57 registered, target is 300
  - J4K
    - No exact date, but likely to be in September (Orlando)
    - $0 community booth, looking to see who may be going so we can see if we can staff a booth
    - Event will have a CN4J track, and will be looking for speakers
- Enterprise Engagement
  - Target is partner’s sales teams to present to customers.
  - Share within internal teams and provide feedback back to the group
  - What are the obligations from the Enterprises?
- Enabling JUGs
  - Please add any JUG meetups you are presenting at to this document: https://docs.google.com/spreadsheets/d/1YDTAyynuhINVBJK-Cib4XAW7gVw0TLu5R0uV3FukW20/edit#gid=0
    - Looking to encourage JUGs to adopt various specifications. Website page is under development.
- New member - Tmax
  - New members should introduce themselves on the mailing list.
  - Should we do press releases or tweets?
  - Shabnam - social post from official handle (with follow up from members) and blog post