Jakarta EE Marketing Committee Meeting - May 26, 2022 (11:00 ET)

Attendees:	**Eclipse Foundation:**
Yuichi Kusano (Fujitsu)	Shabnam Mayel (Eclipse Foundation)
Neil Patterson (IBM)	Tanja Obradovic (Eclipse Foundation)
Alasdair Nottingham (IBM)	
Cesar Hernandez (Tomitribe)	
Ed Bratt (Oracle)	
Melissa Jacobus (Oracle)	
Dominika Tasarz (Payara)	
Jadon Ortlepp (Payara)	
Eric Meng (Primeton)	
Jonathan Gallimore (Tomitribe)	
Ryan St James (Tomitribe)	
Otavio Santana (Committer Rep)	
Zhao Xin (Shandong Cvicse Middleware Co., Ltd)	
Enterprise Member Rep	
David Blevins (Tomitribe)	
Emily Jiang (IBM)	
Valentina Kovacic, (Payara Marketing Director)	
Current Projects Q2 Priorities - Plan & execute the Jakarta EE 10 release Marketing activities - Deliver a "Why Jakarta EE" page - Deliver content targeting IT Decision Makers to drive executive awareness - Publish a case study - Feature Jakarta EE in the April Community Newsletter Ongoing Priorities - Jakarta EE Article Series - compatible products in action - [Collateral Repository](#) - Why Jakarta EE (Roadmap) content - JakartaOne Livestream - Case Studies ([form](#)) - SEO & member site updates - New Communities + localization - Chinese (in process)	

Action Items:	Completed:
2021-07-08: Set up tech talk for website update (Chris to deliver) **2022-03-31: Jakarta EE 10 Launch (All)** **2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)**	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. 2021-09-30: Promote JakartaOne Livestream event (All) 2022-01-20: Provide feedback on Developer Survey questions by 2022-01-27. (All) 2021-09-02: Book a time for Kristy to review SEO status with the team (Shabnam) **2022-02-03: Promote launch of eBook (all)** **2021-11-18: Request Jakarta EE 10 messaging document from the Steering Committee (Neil)** **2022-03-03: Promote Developer Survey (All)**

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - June 9 - 11:00 ET - June 23 - 11:00 ET	
Approval of the previous mtg minutes **(2 mins)**	Approved
Reporting to/from Steering Committee **(5 mins) (Neil)**	- Reviewed Jakarta EE Working group call held on May 10 - Overall successful but still need to attract more participation - Will post recording to Youtube for further viewing - Reviewed Jakarta EE 10 status - Reminded members they need to provide quotes and blog posts soon - Discussed the Core Profile and Compatibility Program - Requested Marketing to look at need for separate logos - Reviewed program plan for Q2/Q3 - Marketing needs to review ours going into Q3 - Reminder to vote for location of F2F meeting - Link to Jakarta EE Members F2F meeting 2022 Google Form

Release 10 Planning
- Timeline ([link](#))
- Messaging Document - Steering Committee version ([link](#))
    - Marketing version ([link](#))
    - [Updated release image](#)
    - [Jakarta EE 10 release page issue](#)
- [Vendor support](#)
	Finalize date for **June 28** and inform Steering Committee about this release announcement date.
	
	[Link to PR draft](#) for members to review by May 20, 2022
	[Link to Social Kit for members to promote-will be updated with more content as we go](#)
	Supporting quotes - due tomorrow - May 27
	Blog post drafts - due June 9 (same day final Platform Release Ballot is started)
	
	    - [Landing page is in staging](#)-[Github issue here](#)
	    - Drumbeat activities:
	        - Webinars on vendor platforms
	            - Webinar on Payara's platform scheduled on April 20th
	            - IBM Webinar - June 21, 2022 ([link](#))
	            - Jakarta EE 10 release celebration Tech Talk 28 June
	                - [Register here](#) & promote
	            - Jakarta EE - June 30, 2022 (Align with German JakartaOne Livestream)
	                - [They will have an hour of a panel discussion celebrating EE 10](#)
	                - 18:00 - 18:45 CEST (12:00 ET)
	            - Others?Please reach out to Shabnam and Tanja if interested to organize a similar webinar on your platform and want to include EF team
	        - Animated Jakarta EE 10 visual with short voice-over [Release image](#)
	            - Look to make available for inclusion in member videos
	        - Drumbeat of Jakarta EE 10 Influencer video(s) including interviews and footage from conferences ([link](#))
	            - Look at including community contributors and members in the materials/video - supports the language around "community-driven" - look at user communities (JakartaOne communities)

	- More community members are being invited. Member companies interested to participate please reach out to Shabnam
[Compatibility Logo](#) **- One to rule them all or one per profile?**	- Suggestion that there be an update to the the compatibility logo to include the profile name (Platform, Web, Core) - Remove confusion if seen without more context - Dissenting view - single logo drives the brand in a more direct way. **- Look at creating representative images as well as updated branding guidelines to ensure confusion is limited** **- Want to make sure the logo gets wide use**

[Content](#) (Shabnam)
  - ~~Submit News~~
    - ~~Process document ([link](#))~~
  - Rebrand of CNJ eBook
    - Social Kit [Link](#)-Please promote
    - [Landing page preview](#)
- 2022 Developer Survey-
- [Timeline](#)
- [Survey participation report](#)
    - [Results so far](#)
    - Members should create blog post promoting survey [(see timeline for signup)](#)
    - [Social kit](#)
    - [Key messaging document](#)
  - Blog Series-[David Kral's article published on Jaxenter](#)
  - Ladislav Thon- [CDI Lite published on TheServerSide](#)
  - ~~Releases page is now live~~
  - ~~How to get involved in Jakarta EE page mockup~~
    - ~~How to contribute video~~
    - ~~How to become a committer~~
  - ~~Blog series for spec updates~~
  - ~~Community presentation link, Jakarta EE template deck are added to the website now, virtual zoom backgrounds~~
- Tech Talk-
    - [Sign up sheet](#)
    - [Sign up sheet](#) result
    - [Scheduled talks](#)
  - Update content on some of the webpages based on SEO recommendations(FAQs, About Jakarta EE WG, About Jakarta EE &
	- Submit tech talks through the website form - currently we have talks into April but need more.
	- Shabnam shared the **[Survey participation report](#)**
	
	Developer Survey Report
	- Look at moving the release of the report later in the year, to not conflict with the Jakarta EE 10 release.
	    - Could we release earlier in June? - No
	    - Soft launch in July with bigger exposure during an event in September?

Case Studies **- Jakarta EE ambassadors** **- Member submitted**	- Need to come up with actual end-user case studies to show Jakarta EE in production
Discuss different views of the news feed - Need to ensure the news feeds are consistent (Jakarta EE Working Group News link vs eclipse/jakarta news link) - Information in the github issue 1321	

Event Planning - 2022
- ~~FOSDEM (Feb 5-6)~~
- ~~JavaLand (March 15-17)~~
   - ~~Table in the usergroup cafe need help staffing: No need for any advanced scheduling or formal sign ups. Just pop in if present at the event~~
     - ~~Map~~
     - ~~Hours~~
- ~~DevNexus (April 12-14, Atlanta)~~
   - ~~we 've been offered a free booth: booth sign up sheet~~
- ~~Devoxx UK (May 11-13)~~
- [JNation](#) (June 7)
- **[JBCNConf](#) (July 18-20)**
   - **We are offered a 1*2m space in the community stand for a table and a rollup-need to cover the booth for 9-18hrs**
- Devoxx BE (October 10-14)
- JavaOne (October 16-20, Las Vegas)
- EclipseCon 2022 (October 24-27, Ludwigsburg)
JakartaOne Livestream
Vendor keynotes registration spreadsheet
Annual JakartaOne Livestream - Date: Dec 6
JakartaOne Livestream(s)
- Look at localization expansion
   - Eg. China
- Possible interested areas
   - Spanish
     - Interested to have the event-talked to Tanja at Devnexus
   - **German June 30**
   - **Portuguese Sept 29**
   - Japanese - Sept ?
   - **Chinese ??**
 	
Look at more engagement in Chinese Jakarta EE community
	Recommendations
	- Look to invite JUGs, and other members to participate in the booth when we have one. Promote to them the value of conversations they can have and get them excited about sharing their experiences.
	
	JNation - Payara sponsoring; can host Jakarta EE talks/discussions
	
	JBCNConf - look into member presence and how we can support Jakarta EE conversations.Sign up sheet
	
	China LiveStream: 2022-05-12 – Eric M. reports that a group is forming to plan LiveStream for Chinese language. Target date is Sep. 6th. Tanja suggests logging a tracking issue at https://github.com/jakartaee/jakartaone.org/issues
	
	Livestream Germain
	- Shabnam to confirm that keynote can be done in English
	-

Q2 & Q3 priorities - review - [Document link](#)	Are there any updates needed for Q3? Do we need to move a Q2 priority into Q3?
Eclipse Foundation Community Awards- **nominations are now being accepted until** **31 May**	Please check out the EF community awards, **nominations are** **now being accepted until 31 May**
1Q2022 Marketing Operations Update (Shabnam) ● Please review and we will review comments in our next call.	Member to review and add feedback
Create content targeting IT Decision **Makers to drive executive awareness**	- Looking to deliver in 2Q2022 - need to draft an outline and tie to release 10 rollout
Develop and promote a "Why Jakarta EE" **page and social program**	- Build out draft based on Messaging document - First draft to start with-Shabnam