**Jakarta EE Marketing Committee Meeting - 9 January, 2025 (11:00 ET)**

https://eclipse.zoom.us/rec/share/8kfXI1YdfQ9OhQC_7UZ6gJZk2IIpp3NVwiFy0SlZEsq-w
RZalzoq5P8sAow4hpSS.FLAkSsdfTCN6th5T?startTime=1611842890000

| Attendees: | Eclipse Foundation: |
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| Yuichi Kusano (Fujitsu) | Shabnam Mayel (Eclipse Foundation) |
| Neil Patterson (IBM) | Tanja Obradovic (Eclipse Foundation) |
| 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) | |

| Current Priorities | Ongoing Priorities |
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| **Q1:** <br><br> • **Field and promote the 2025 Jakarta EE developer survey** <br> • **Successfully host the Jakarta EE track at Devnexus, Atlanta** <br>    ○ **Booth success** <br>    ○ **Track Promotion** <br> • **Create a successful experience for JavaOne in March** <br>    ○ **Booth success** <br>    ○ **Talk Promotion** <br> • **Launch and promote the release of Jakarta EE 11** <br> • **Deliver 1  Jakarta EE dedicated article in the EF community newsletters in Q1** <br> • **Deliver 1 to 2  how to guides** <br> • **Website improvements e.g. Learn page, etc** <br> • **Deliver 1+ blogs to share the results of the Cloud Native Java Survey** | |

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| ● **Focus on Asia market:**<br>　　○ **1 Tech Talk in Chinese** | |
| **Action Items:** | **Completed:** |

| Agenda | Minutes |
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| General discussion **(2mins)** | |
| Upcoming Meetings<br>　-　January 23, 2025 | |
| Approval of the previous mtg minutes **(2 mins)** | Approved |
| Steering Committee - report | - |
| **2025 Planning**<br>**-　Reference - 2024 Marketing Plan ([link](link))** | [2025 MKT Plan](#)<br>[2025 MKT Plan by quarter](#)<br><br>Notes:<br>　-　Review Metrics<br>　　　-　Metrics - are these the right items to track?<br>　　　-　Why are we not seeing as much tracked for members?<br>　　　　　-　We should review the submissions monthly in the spreadsheet<br>　　　　　-　Add content to community news<br>　　　　　-　Should we look to increase our social presence? Instagram? Blue Sky? |
| **2025 Events**<br>**-　What do we want to do next year?**<br>　　**-　Track sponsorship?**<br>　　**-　Surround?** | -　[2025 Conference sheet](#)<br>-　**JCON Europe**<br>　　**-　Offering a booth (great location) but asking for 2K Euros from our event budget (may be able to share cost with another WG)** |

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| - **Other ideas?** | - **Approved**<br>- **JDConf - virtual (Microsoft) - April 9-10**<br>    - **Submit talks related to Jakarta EE**<br>- **Javaland sponsorship: 5k Euros potentially shared with 2 other Java related WGs**<br>    - <span style="color:red">**Sign up sheet to support the booth**</span><br>    - <span style="color:red">**Sign-up sheet for Biz Lounge opportunity at Javaland**</span><br>    - Stand Area: 12m² (Stand location 236 or 238) — valued at €9,700 in their sponsorship prospectus<br>    - Walls: 2 unbranded walls (side and back)<br>    - Conference Tickets: 3 tickets for your team<br>    - Business Lounge Access: For both days—Valued at €9.900 in their prospectus<br>- **2025 Devnexus Sponsorship-Jakarta EE Track and Booth- Promoting registration and talks**<br>    - <span style="color:red">**Social Kit for members to promote**</span><br>    - **Booth Sign-up sheet**<br>    - **Marketing Plan**<br>**JavaOne sponsorship: Approved**<br><span style="color:red">**Sign up sheet for booth support**</span><br><span style="color:red">**Beyond your sponsorship here are the opportunities:**</span><br><span style="color:red">**1. We're hosting a Java luminary summit (agenda TBD) as a Day 0 activity on March 17th**</span><br><span style="color:red">**2. There's an unconference planned for JavaOne on March 20th**</span><br>    - **MicroProfile chipping in $5k**<br>    - **Internally we are exploring participation of other WGs**<br>    - **Concern about the session content - only 7 Enterprise Java sessions if that**<br>        - **Need to provide feedback to organizers - especially around Jakarta EE 11 content** |
| **Cloud Native Java Technical Survey**<br>- Launch in June/July; keep open for 6 weeks.<br>- Focus on Beyond 11 and full stack Java<br>- Need to build out questions. | - Survey findings, blog example to publish results<br>- Timeline<br><br>## Draft blog post (Reza)<br>Notes:<br>- Share feedback in the document by January 17<br>    - Members can post a supporting blog on our own platforms to point to this blog which will be hosted on the Jakarta EE site. |

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| | Sharing of the report - early January timeframe:<br>1. Members write blogs through the community site and promote through social to get the results out<br>2. Members can also share through their own blog sites |
| JakartaOne Livestream - regional<br>- Portuguese (January 19, 2024)<br>- Determine what regional events will be run and when | **2024 JakartaOne Livestreams**<br><br>    - **December 3 - JakartaOne Livestream (main event)**<br>    - **Summary report ready**<br><br>**Notes:**<br><br>**2025 Vendor talks Signup Sheet**<br><br>- **Eric - will discuss Chinese livestream with the community and try to get a date for the next meeting**<br>    - **jianguo.ma@microsoft.com - Reza recommended to get involved**<br>    - **Also looking for Oracle to get someone local engaged.**<br>- **Emily - hosting quarterly Tech Talks beyond the Livestream events.**<br>    - **Would be good to understand the impact of these and raise visibility**<br>- **Tanja to send another email request for communities to sign up for a Livestream this year.** |
| **Other Content (Shabnam)**<br><br>———————————————————————<br><br>- Spec documents and video scripts<br>- Starter Project<br>———————————————————————<br><br>- **Tech Talk-**<br>    - **Sign up sheet**<br>    - **Sign up sheet result**<br>    - **Scheduled talks**<br>    - | ● **Jakarta Data video** is live and running ads since 20 Dec to promote: 57k views as of 9 Jan.<br><br>● **2025 Jakarta EE Developer Survey Timeline**<br><br>● **Any topic suggestions or interest in participating Feb or March EF newsletter?**<br>● Final version of the EE 11 release feature video<br>    ○ Please review and provide any feedback<br>    ○ May need to adjust some of the wording if we slip out of 2024 for the release (cadence is listed as 2 years)<br>● Starting to work on a number of Technical guides and how tos: |

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| | ○ **How to Use Jakarta Data with the Jakarta EE Starter,** - <span style="color:red">**pause until Jakarta EE 11 is available**</span><br>○ **Getting Started with Advanced Jakarta Data: Queries, Expressions, and Transactions**<br>○ **Write up on how to use Jakarta RESTful Web Services and Jakarta Persistence**<br><br>● [Jakarta EE Community deck is updated](#)<br>● **Jakarta EE 11 MKT activities:**<br>  ○ **[Zoom backgrounds](#)**<br>  ○ **[Preview release Page](#), [github issue](#)**<br>  ○ [Jakarta EE 11 release video](#)<br>  ○ [EE 11 spec image](#)<br>  ○ [Theme image for the EE 11 release](#)<br>  ○ [video script for the key features release video](#), Storyboard is in works, Shabnam will share the first draft on the next MKT CMTE call<br>  ○ [EE 11 copy for the release page](#)<br>    ■ Make the cards work like in release 10 with learn more expansion<br>  ○ [Jakarta EE release page github issue](#)<br>  ○ Social kit is in works<br><span style="color:red">**Action Items:**</span><br><span style="color:red">- **Reach out to Shabnam if you have anyone interested in writing an article for October or November newsletters**</span> |
| **Jakarta EE 11 release marketing plan**<br>● [Jakarta EE 11 messaging doc](#)<br>● [Jakarta EE release marketing plan](#) | **Notes:**<br><br>● <span style="color:red">**We need Member Quotes ASAP**</span><br>● [**PR draft**](#) **for EE 11 release is final (TCK related blurb is now added),** reviewed by members **pending supporting quotes**<br>● Next meeting - discuss the timing for the announcement (December, or slip into 2025) and the pros/cons of each.<br>● <span style="color:red">**Until release date is known,**</span><br>  ○ <span style="color:red">**Promote JakartaOne Livestream - December**</span><br>  ○ <span style="color:red">**Promote Developer Survey Report**</span><br>**Jakarta EE 11**<br><br>● **TCK team focusing on Web Profile**<br>  ● **200 test failing**<br>● **Messaging**<br>  ● **Even though TCK modernization has delayed release - specifications were delivered in the 2 year** |

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| | **timeframe.**<br>● **What is happening?**<br>  ● **Reza**<br>    ● **A lot of failing tests - 7k**<br>    ● **JPA TCK is the big problem at the moment with just 2 people (Scott Stark, Scott Marlow - RH) working part time on them - no ETA from them**<br>    ● **Current velocity - likely months for a Platform release**<br>    ● **Need to have a sense of urgency**<br>    ● **MS willing to add some people** |