

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:

Shabnam Mayel
Tanja Obradovic
Thabang Mashologu
Paul White

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/1YDTAaynuhINVBJK-C1b4XAW7gVw0TLu5R0uV3FUkW20/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