Jakarta EE Marketing Committee Meeting - June 9, 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)**	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)** **2022-05-26: Look at creating representative images as well as updated branding guidelines to ensure confusion is limited (Neil)**

Agenda	Minutes
General discussion **(2mins)**	
Upcoming Meetings - June 23 - 11:00 ET - July 7 - 11:00 ET	
Approval of the previous mtg minutes **(2 mins)**	Approved
Reporting to/from [Steering Committee](#) **(5 mins) (Neil)**	**2022-06-07 - Steering committee meeting** - Jakarta EE 10 status - Unlikely Web and Platform are going to be ready for June 9 - TCK failing - Glassfish, - Proposal - Plan to announce when we believe all 3 specs are approved - move to July 12th for announcement - Q3 Objectives - Reviewed objectives but for marketing - Do another pass on the marketing goals - Jakarta EE roadmap - Steve Millidge doing a pass on a straw man narrative for future direction (by end of June)

	● Jakarta EE China community ● Do a working group update in Chinese

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 **July 12** 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 - Done
	Blog post drafts - **due June 23**
	     - 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 Originally June 28 - Need to push to July 12?
	           - Need to confirm that we can still celebrate before the actual launch; manage expectations and risk of early celebration.
	           - Potentially record and share in July
	           - UPDATE Register here & promote
	        - REVIEW - 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 -

Compatibility Logo
 - **One to rule them all or one per profile?**
	- Consensus is to keep to one logo for now and re-assess at a later date.
	     - Process and cost associated with logo registration
	     - Introducing unnecessary complexity

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 & Specification pages)
	- 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
	 - **Recommendation - social campaign indicating it is coming soon with excerpts that are a teaser into the report. Release in September.**
	 - **Eclipse team indicated that a delay is common for yearly reports and putting it out in September would be reasonable.**

Develop and promote a "Why Jakarta EE" page and social program	- Build out draft based on Messaging document - First draft to start with-Shabnam

Case Studies **- Jakarta EE ambassadors** **- Member submitted**	- Need to come up with actual end-user case studies to show Jakarta EE in production

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
  - JConf.dev (September 24-26, Chicago)
  - Devoxx BE (October 10-14)
  - JavaOne (October 16-20, Las Vegas)
    - Should we do a reception?
  - 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
    - Chinese Sept 6
    - Japanese - Sept 13?
    - Portuguese Sept 29
 	
Look at more engagement in Chinese Jakarta
	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
	  - Good engagement by participating in the Payara booth; provided a good opportunity for the community engagement
	  - Audience for talk and engagement was better overall than DevNexus; many looking forward to release 10
	
	JPrime (Bulgaria) - good turnout for Jakarta related talks - investigate participating next time.
	
	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
	  - More companies are engaging in the community
	
	Need to spread out the fall Livestreams - Should have one a month to properly support and promote.
	  - Portuguese - September 29th
	  - Chinese - September 6th

EE community	- Japanese - September 13? - Tanja to check on dates with Yuichi
	    - Planning group set up; first meeting yesterday
	    - Need response for participation by members - Oracle already responded

Q2 & Q3 priorities - review - [Document link](#)	Are there any updates needed for Q3? Do we need to move a Q2 priority into Q3?
1Q2022 Marketing Operations Update (Shabnam) ● Please review and we will review comments in our next call.	Discussion - can we simplify and reduce the effort required for this report?
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