Jakarta EE Marketing Committee Meeting - September 26, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Event planning **(10 mins) (EF)**
  - EclipseCon Europe Community Day (Progress on wiki page)
  - Devoxx BE readiness for 4-8 November (Including Booth sign-up sheet)
  - KubeCon North America (18-21 November)
  - JakartaOne '20 planning
- Community feedback on JakartaOne Livestream **(10 mins) (EF)**
  - Attendee survey results so far
  - Your help to obtain more feedback (link to social media kit)
- Jakarta.ee specification pages **(5 mins) (EF)**
  - Discussion on Github here
  - Next steps with Specification committee
- Planning discussion for Q4 '19 and 2020 marketing strategy **(15 mins) (EF)**
  - Initial discussion and bilateral meetings
- Parking Lot for the next meeting:
  - Retrospective of Jakarta EE 8 launch (October 10 meeting)

Attendees:
- Mike DeNicola (Fujitsu)
- Edward Bratt (Oracle)
- Dominika Tasarz-Sochacka (Payara)
- Jonathan Gallimore (Tomitribe)
- Neil Patterson (IBM)

Eclipse Foundation:
- Paul White
- Thabang Mashologu
- Shabnam Mayel

Discussed:

- Discussed upcoming events
  - Members encouraged to participate in ECE '19 Community Day
  - Devoxx BE
    - Payara will be sponsoring their own booth, and will add their engineer to EF demo signup sheet
  - KubeCon North America
    - Payara and Tomitribe will not be there
    - Oracle's presence to be confirmed by Ed
  - JakartaOne '20

- ■ Target to hold face-to-face physical event in Q2-Q4
- ■ EF exploring partnerships with other cloud native Java conferences for the physical event
- ■ LiveStream
  - ● Build on the success of Sep 10
  - ● Regional events e.g. Japanese event sponsored by Fujitsu
- ■ General consensus to focus on a single JakartaOne face-to-face event and
  - ● EF to flesh out event program
  - ● Members to look at budget to sponsor JakartaOne
- ● Community feedback on JakartaOne Livestream
  - ○ The post-event survey has 38 responses so far
  - ○ Reviewed feedback
  - ○ Ask for members to promote survey using this social media kit
  - ○ The survey closes Sep 30
  - ○ EF to send reminder email
- ● Jakarta.ee specification pages
  - ○ Ed to raise to Spec committee
- ● Planning discussion for Q4 '19 and 2020 marketing strategy
  - ○ Compatible implementations and Jakarta EE 9
  - ○ Get community feedback and recommendations
  - ○ Leveraging members to engage JUGs/vJUGS
    - ■ IBM is running a WebSphere User Group tour highlighting. Share lessons-learned.
    - ■ Talk to Bruno SousJava and London Java Community
    - ■ jug-leaders@jugs.groups.io
    - ■ javachampions@groups.io
  - ○ Gathering at ECE
    - ■ Neil (IBM), Mike (Fujitsu), and Jadon (Payara) will be there

Actions:
- ● Shabnam to schedule a 30 min bilateral meeting with MKT committee members to gather input and feedback for 2020 marketing plan
- ● Shabnam to create and send doodle poll to members and fix a date for the MKT meetup at ECE
- ● Ed to raise the discussion about the specification pages to Spec committee