Jakarta EE Marketing Committee Meeting - October 20, 2022 (11:00 ET)

Attendees: Yuichi Kusano (Fujitsu) Neil Patterson (IBM) Alasdair Nottingham (IBM) Emily Jiang (IBM) Ed Bratt (Oracle) Melissa Jacobus (Oracle) Dominika Tasarz (Payara) Jadon Ortlepp (Payara) Eric Meng (Primeton) Cesar Hernandez (Tomitribe) Jonathan Gallimore (Tomitribe) Ryan St James (Tomitribe) Otavio Santana (Committer Rep) Zhao Xin (Shandong Cvicse Middleware Co., Ltd) Enterprise Member Rep David Blevins (Tomitribe) Valentina Kovacic, (Payara Marketing Director) Priya (Payara)	**Eclipse Foundation:** Shabnam Mayel (Eclipse Foundation) Tanja Obradovic (Eclipse Foundation)
Current Projects Q4 Priorities - 2023 Planning - Launch the technical survey on specification direction for Jakarta EE - Deliver the report of the technical survey on specification direction for Jakarta EE - Hold & promote the annual JakartaOne Livestream 2022 - Create blog series on Jakarta EE Specs in November Community Newsletter - Deliver why Jakarta EE video - Giveaways to reward top committers and contributors Ongoing Priorities - Collateral Repository - Promote compatible products on various social channels - Promote individual contributors - Evangelize Jakarta EE at major events/trade shows of relevance to our community - SEO & PPC related implementation	

- Jakarta EE Article Series - compatible products in action - Host & promote virtual events: Tech Talks, Virtual Tous, JakartaOne Livestream - Promote individual contributors and newly elected committers and new contributors social channels and on the community news section of the Jakarta EE website.	
Action Items: ● **2022-09-01: Investigate simulcast of Livestream to multiple platforms** ● **2022-09-01:** blockers for consumption of Jakarta EE ● 2022-09-01: use cases, configurations that are common and provide guidance	**Completed:** ● 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)** ● 2021-07-08: Set up tech talk for website update (Chris to deliver) ● **2022-03-31: Jakarta EE 10 Launch (All)** ●

Agenda	**Minutes**
General discussion **(2mins)**	
Upcoming Meetings - November 3 - 11:00 a.m. ET - November 10 - 11:00 a.m. ET	Note - special meeting dedicated to 2023 planning will be on November 3rd.
Approval of the previous mtg minutes **(2 mins)**	
Reporting to/from Steering Committee **(5 mins)**	Reviewed 2023 program plan.
2023 - Event sponsorship proposal (link)	Questions:

- **Track sponsorship at key event(s)**	- Logistics - lots of activity to support managing a track, can we support that effort?
	
	In terms of logistics, how many sessions would a 'track' provide?
	
	  - Need 10 talks for the track
	
	What are the logistics for us to solicit and select content?
	
	  - Using the existing DevNexus framework for CFP; being extended to support the new track.
	  - Confidence that our experience with JakartaOne Livestream events will enable us to do this well
	  - Dedicate a marketing committee meeting to select the talks and/or create a selection committee
	    - Ivar/Tanja to submit selections through their system
	
	What kind of advertising would be included with the track fee ? What would we expect to add to that? Would members be expected/asked to contribute additionally?
	
	  - Track treated like any other track and promoted as part of the overall event
	  - Members should promote the track and content along with the event - add emphasis on the track
	  - Invite speakers to submit talks to the track
	  - Participate in the booth at the event
	  - Potential costs
	    - Signage
	    - Swag
	  - Money coming out of the 2023 budget
	
	Do we have a list of speakers we would like to have present in our track?
	
	  - Will create a [document to capture speakers recommendations](#)
	  - Look to make this track a draw for the event overall
	
	What kinds of attendance numbers might we anticipate?
	
	  - 2022 had 1278 registered and 1193 attendees
	  - Would consider 40 attendees per session a success
	
	Motion: Marketing Committee authorize Tanja (Eclipse Foundation) to move forward with obtaining the track sponsorship

	and associated benefits (Booth). Any additional booth costs would be separate and all budget allocated will be from 2023. — Approved
2023 Planning - Draft marketing plan (link) - Draft program plan (link)	Look at our 2022 (and previous) activity - What worked - What didn't - Where are the gaps Members activity - Same questions Suggestions: - Contact our list with a survey on what would help them to become contributors/committers