

Jakarta EE Marketing Committee Meeting - October 31, 2019

Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- EclipseCon Europe recap (EF) (10 mins)
 - Community Day (slides [here](#))
 - Marketing committee lunch meetup
- Event planning **(15 mins) (EF)**
 - Devvxx BE readiness for 4-8 November (Including [Booth sign-up sheet](#))
 - KubeCon North America readiness for 18-21 November (Including [Booth sign-up sheet](#))
 - DevNexus for 19-21 February 2020
- Planning discussion for Q4 '19 and 2020 marketing strategy **(10 mins) (EF)**
 - "Champions" program brainstorming
- Parking Lot for the next meeting:
 -

Attendees:

- Mike DeNicola (Fujitsu)
- Ed Bratt (Oracle)
- Jonathan Gallimore (Tomitribe)
- Neil Patterson (IBM) [and Dan Bandera]
- Dominika Tasarz-Sochacka (Payara) [and Jadon Ortlepp]

Eclipse Foundation:

- Thabang Mashologu

Discussed:

- Previous meeting minutes: APPROVED
- Reporting to/from Steering Committee:
 - Good feedback received on ECE
 - Discussed list of specification documents. 10 released so far. Clarified that "No" means work in progress
 - Plan to share retrospective document this week
 - Committee votes. Arjan Tijms acclaimed for Steering Committee as an independent member. No candidates for Marketing Committee. Will be left open to encourage people to volunteer. Elections for all committees next year May/June 2020.
 - Platform project team will take over Jakarta EE 9 planning
 - 2020 plan in progress. Goal for membership growth under discussion. Proposal is for 6 Enterprise members (i.e. 1 Enterprise member per Strategic member).
- EclipseCon Europe recap:
 - Overall good event, strong content,...and the wi-fi worked!

- Having exhibitors separated is problematic, so attendees can freely navigate the spaces
- CNJ town hall was informative, good discussion, valuable
- Useful conversations, quality if not quantity i.e. business development
- Some folks challenges getting rooms at Nestor through online, look at room block
- Face to face lunch meeting was helpful
- Discussed gating surveys. Would be a good way to gather membership leads by identifying individuals and organizations that are interested in the technology. Data collection needs to be GDPR-compliant.
- Discussed upcoming events
 - Members encouraged to sign up for booth duty at Devovx BE and KubeCon North America
- “Champions” program requirements brainstorming
 - Discussed looking back at historical Sun Java Champions as a reference point. Not to duplicate what was done in the past, but as a starting point for discussion and improvement.
 - Explored the desired profile. Extremely technically savvy. Great public speakers. Since there are other potential areas of contribution (e.g. authoring technical white papers), we should clearly define roles and set expectations.
 - We need to consider how we get started. In the bootstrap phase, we may want to draw from Jakarta EE Working Group members for the initial set of advocates.

Actions:

- Members to sign up for booth duty at Devovx BE: [Booth sign-up sheet](#)
- Members to sign up for booth duty at KubeCon NA: [Booth sign-up sheet](#)
- Dominika to create strawman for Champions program requirements (skeleton [here](#))