Jakarta EE Marketing Committee Meeting - April 16, 2020

Agenda

- Approval of the previous mtg minutes **(5 mins)** --
- Reporting to/from Steering Committee **(10 mins) (Neil)**
- Event Planning **(15 mins)**
    - JakartaOne Livestream CN4J for 12 May
        - Registration is now open
        - [Social kit](#) for members to promote
    - KubeCon EU 2020 postponed for 13-16 August
        - Sponsoring the Booth
        - CN4J Day postponed for 13 August
    - JakartaOne Livestream- Brazil (targeting) 29 August
    - Devoxx France 2020 postponed for 1-3 July
    - Devoxx UK 2020 postponed for 24-26 August
- Jakarta EE [Marketing Operations Update Q1, 2020](#) **(20 mins) (Shabnam)**
- Jakarta EE Developer Survey **(5 mins)**
    - Open from April 6 to April 30
    - [Social kit](#) for members to promote
    - Review updates on [Collectors](#)
- Jakarta EE Community Call on 13 May **(5 mins)**
    - We need community participation
- Parking Lot for the next meeting:
    - Jakarta EE Tech talks
        - We need new speakers
    - Enabling JUGs
        - Crowdcast account for JUG meetups
        - Evangelist Kit: Jakarta EE Community [deck](#) and [template](#)
    - Studio Jakarta EE youtube channel-Ivar

Attendees:
Jonathan Gallimore (Tomitribe)
Ed Bratt (Oracle)
Neil Patterson (IBM)
Kenji Kazumura (Fujitsu)
Cesar Hernandez (Tomitribe)
Dominika Tasarz (Payara)

Eclipse Foundation:
Shabnam Mayel (Eclipse)
Tanja Obradovic (Eclipse)

Discussion:

- Minutes from April 2, 2020 -- Minutes were approved without objection.
  - The meeting to cover the topic: "The Jakarta EE Awareness SEO/PPC campaign working session" has not yet been scheduled. This item is carried forward.
- Steering Committee Update -- Neil gave overview of details from Steering Committee. Updates on open elections. Nominations open until April 24. Seats open for community and committer members in all three EE4J WG committees (Steering, Spec. and Marketing).
- Event Planning
  - CN4J Livestream -- Event Page, 52 registreations so far. Request to committee to continue to promote. Refer to the social kit as needed.
  - KubeCon EU --Postponed to 13 Aug. The conference will move forward even if it must be virtual. Eclipse/we are still exploring the possibility of transferring CN4J, Day Zero event to KubeCon NA (Boston, Nov 17-20, 2020).
  - KubeCon EU booth sponsorship: Foundation staff do not currently have travel approval for August. Contracts are already signed. We will seek a refund. Refunds are expected. Situation is evolving day to day.
  - General -- Some general discussion about events, non-specific. Generally conferences are very impacted by worldwide pandemic.
  - Livestream Event, Brazil -- Tanja reported we are still asking for program committee members (Request sent to Steering Committee). Four committee members are committed. Tanja believes five members plus or minus would be ideal. She expressed hope that the program committee can form and begin organizing next week.
  - Devoxx France has been canceled (as of this AM). Eclipse Foundation was in contract and is waiting on the outcomes.
  - Devoxx UK -- Still scheduled (link). 24-26 Aug. 2020. EF not executed contract with them
  - J4K event still scheduled. Sep. 2-3, Orlando FL. CFP is open as of this day (4/16/2020)
  - Oracle CodeOne still scheduled, Sep 21-24, 2020, in Las Vegas. CFP is still open, until May 8, 2020.
- Q1 Progress Update -- Shabnam
  - Shabnam presented these slides.
  - Discussed fact that much of the conference schedule for the remainder of the year (certainly through the summer), is uncertain.
  - Questions asked about what has been spent and how that compares with plan.
  - Meeting with the Steering Committee on these updates is set for Next Wednesday April 22 10 AM PDT.
  - Further work on these slides / presentation to be conducted over Slack and e-mail
- Next Community Update call --
  - Currently set for the day after CN4J (8 AM PDT, Wed. May 8, 2020). Need presenters and we need to solicit these before the next scheduled Marketing Meeting. Agenda file to be sent
  - Jakarta EE Survey
    Please continue to promote (social media kit) on your respective channels
- The meeting adjourned at 9:16 AM PDT. Items not mentioned will be carried forward to the next meeting, April 30, 2020.