

## Jakarta EE Marketing Committee Meeting - May 23, 2019

### Agenda

- Approval of the previous mtg minutes **(5 mins)**
- Discuss Jakarta EE 8.0 marketing plan (Thabang & Paul) **(15 mins)**
  - Draft plan is [here](#)
  - Vote on adopting the marketing plan
- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- Update to Jakarta EE Trademark Guidelines (Mike D / Paul) **(10 mins)**
- Update on hiring of Marketing Lead (Thabang) (5 mins)
  - Shabnam Mayel starts June 3
- Removing the “EE” from “Jakarta EE” for names of events, conferences, etc. (All) **(10 mins)**
- Parking lot items
  - Go through the Jakarta EE 8 marketing plan in detail

### Attendees:

Ivar Grimstad

David Delabassée (Oracle)

Amelia Eiras (Tomitribe)

Jonathan Gallimore (Tomitribe)

Neil Patterson (IBM)

Cesar Saavedra (Red Hat)

### Eclipse Foundation:

- Paul White
- Thabang Mashologu
- Gabriela Motroc

### Discussed:

- **Jakarta EE 8.0 marketing plan**
  - Marching towards a launch in late August/early September. Plans include specs approval, (at least one) compatible implementation, etc.
  - Next step is to present the plan to the Steering Committee over the next couple of weeks and receive feedback
  - Compatible products are key to driving the brand forward
  - Measure for Jakarta EE success is the community's interest in compatible products
  - Jakarta EE 8 events overview
  - Member recruitment is a must going forward. The goal is to use the Jakarta EE8 launch to get more members

- Optional launch tactics to consider (*not* included in the budget) → can be added with additional support from members
- Jakarta EE 8.0 marketing plan approved
- **Steering Committee updates**
  - Messaging around javax changes
  - The Steering Committee is the official voice determining how things will move forward
- **Jakarta EE Trademark Guidelines**
  - To-do: have the draft approved and published (ratify the changes)
  - If there aren't any major changes/comments, the vote will be electronic
- **Marketing Lead**
  - Shabnam Mayel is starting on June 3
- **Removing the “EE” from “Jakarta EE” for names of events, conferences, etc.**
  - The idea is to use “Jakarta” for the broader ecosystem (including events & webinars) and “Jakarta EE” for specifics around the WG, project, etc.

### Actions:

- **Jakarta EE Trademark Guidelines**
  - To-do: have the draft approved and published (ratify the changes)

### Parking Lot for the next meeting:

- Approval of previous meeting minutes
- Remove the “EE” from “Jakarta EE” for names of events, conferences, etc