Jakarta EE Marketing Committee Meeting - June 28, 2018

Agenda

- Budget - second pass review
- Calendar of events
- Jakarta EE survey infographic
- Social media stats
- Jakarta.ee updates
- Add EE4J technical vision
- Review Marketing plan draft objectives & skeleton

Attendees

Marketing Committee members present:
- Mike DeNicola (Fujitsu)
- Amelia Eiras (Tomitribe)
- Amy Krofssik (IBM)
- Debbie Hoffman (Payara)
- Cesar Saavedra (Red Hat)

Eclipse Foundation representatives:
- Thabang Mashologu (Eclipse Foundation)
- Tanja Obradovic (Eclipse Foundation)
- Stephanie Swart (Eclipse Foundation)
- Paul White (Eclipse Foundation)

Discussed:
Amy's last meeting. John Meegan or BJ Hargrave from IBM will provide coverage until permanent replacement named

Budget discussion:
Should determine if marketing tasks can be done by committee & note that on budget.
Concerned it may be "overly optimistic" - 10-12 conferences a year plus 10 roadshows plus meetups seems high.
Changing "Conferences" to "Major Events"; seek creative discounts for Jakarta EE if multiple members sponsoring an event
Some concerned about the affordability of budget for members and for attracting new members
Meetups - decided average per meetup about $500, increasing number of meetups
Jakarta Champions - important but is it a priority for 2019?

Actions: Complete before July 5th meeting
Paul: Revisit budget line item "Jakarta Champions" with steering committee
Marketing committee: to fill in comments/numbers with suggestions for budget directly on spreadsheet - please note if a particular task can be done by committee vs new hire/outside expense
Paul: Ask steering committee for a technical product plan so that we can build a marketing plan to meet the product plan

Web dev-Meeting Minutes
Steering committee meeting minutes to be added to the website

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