

Jakarta EE Marketing Committee Meeting - April 11, 2019

Agenda

- Reporting to/from Steering Committee (Mike D) **(10 mins)**
- Discuss feedback on Jakarta EE Member and Compatible Logos
- Update on Jakarta EE 8.0 go-to-market planning (Thabang & Paul)
 - Branding/logo usage guidelines
 - Marketing/PR activities
- Review the Jakarta EE conference list (Thabang)
- Parking lot items
 - Discuss the revised budget (Thabang & Paul)
 - [Amelia] - [DevovxUK 2019 Sessions](#).
 - [Amelia] Feedback on Jakarta EE Member and Compatible Logos [thread](#) requires this group attention.

Attendees

Jonathan Gallimore (Tomitribe)

Amelia Eiras (Tomitribe)

Mike DeNicola (Fujitsu)

Ivar Grimstad

Dominika Tasarz (Payara)

Dan Bandera (IBM)

Ed Bratt (Oracle)

Cesar Saavedra (Red Hat)

Eclipse Foundation:

- Thabang Mashologu
- Tanja Obradovic
- Paul White
- Stephanie Swart
- Gabriela Motroc

The marketing committee received an update from the steering committee.

The marketing committee discussed an idea of a blog post or similar to “celebrate” JESP approval, explaining how the participating members came together and agree the new specification process. Should not highlight specific vote details.

Member / Compatible Logos

Do we want a badge/logo for committers? It isn't something other projects have, but we could consider it.

People can be members of the working group as individuals for free, and we need to put some information out around that. Currently being worked on, and should be available in the next couple of weeks.

Individual committer members can use the member logo

Unique feature, but not well highlighted

Individuals who are involved in spec, do need to sign contribution agreements and become committer members.

Trademark / Logo usage guidelines

April 12th was the target for these guidelines.

Template approved by IP advisory committee

Deadline needs to be reset so the Jakarta EE guidelines based on the template can be completed. New target, end of the month. Copyright agreement is higher priority.

Flagged to steering committee that we are looking to them for key messages, which is a dependency for marketing committee work.

Devroxx sponsorship, needs offline discussion and will be followed up on the marketing committee mailing list.