

MicroProfile Marketing Meeting Minutes

December 15, 2017

Attendees:

Cesar Saavedra (Red Hat)
Stephanie Swart (Eclipse Foundation)
Amelia Eiras (TT)
Theresa Nguyen (Tomitribe)

AGENDA

Topics:

- DZone Microservices Zone Marketing offer
- Amelia and Theresa went over the three eForms they had created: 1) MP Marketing contact; 2) MP Technical contact (for MP sub-projects); 3) MP Sponsorship Inquiry
- DevNexus (Atlanta, Feb 21-23, 2018)
- EclipseCon France (June 13-14, 2018)
- EclipseCon Europe (October 2018)

DISCUSSION & DECISIONS

- DZone Marketing offer declined
- Technical contact eForm - needs to have OpenTracing and REST Client sub-projects added
- Stephanie + Cesar to make sure all folders and files are owned by microprofilemarketing@gmail.com

December 8, 2017

Attendees:

Cesar Saavedra (Red Hat)
Theresa Nguyen (Tomitribe)
Amelia E - TT
Ryan (Tomitribe)
Dominika Tasarz (Payara)
Kevin Cox (Hazelcast)
Stephanie Swart (Eclipse Foundation)

AGENDA

Topics:

- DZone Microservices Zone Marketing offer
- New time and recurrence of Marketing meeting
- Updating marketing contacts and increasing attendance to calls
- Adding another landing page for announcements/news to MicroProfile.io
- Blog themes for 2018 - Have x # of blog posts per quarter

DISCUSSION & DECISIONS

- Amelia (TT) to start Doodle poll survey to see most adequate time and recurrence of Marketing calls. She recommends 2 calls per month at times and days. Goal is to have new frequency and dates to start on January 2018
- Amelia (TT) to work on updating Marking contact list so that we have at least one representative from each MicroProfile member posted on MicroProfile.io
- Cesar to write up a MicroProfile major/minor release announcement template (join MicroProfile sub-project meetups, please check MicroProfile calendar)
- Cesar to create a Git ticket requesting a modification to MicroProfile.io to add Resources button at top with sub-menu with videos, blog, news, upcoming events with MicroProfile presence (and MicroProfilers attending)
- Theresa to upload social media graphics that MicroProfilers can use with their own social media channels
- Next meeting (December 15, 2017) will be the last one of 2017

December 1, 2017

Attendees:

Cesar Saavedra (Red Hat)

Geoff Pirie (IBM)

Stephanie Swart (Eclipse Foundation)

Theresa Nguyen (Tomitribe)

Amy Krofssik (IBM)

Ian Skerrett (Eclipse Foundation)

AGENDA

Topics:

- [EclipseCon France \(June 2018\)](#) in Toulouse
- Public MicroProfile Google calendar
- Virtual Eclipse Community Meetup-Microprofile Introduction:
<https://groups.google.com/forum/#!topic/microprofile-marketing/IF1bj6Om7QA>

- Budget review
- DZone microservices Zone sponsorship
- DevNexus
- IBM Index

DISCUSSION & DECISIONS

- Stephanie: She was able to get Emily to help her out with MicroProfile 1.2 presentation for the Virtual Eclipse Community Meetup-Microprofile for December 20 and another one some time in February 2018.
- MicroProfile Google calendar has been transferred from a single owner to being managed by project committers and MicroProfile leadership.
- EclipseCon France (June 2018): IBM and Red Hat are offering 5K Euros each toward the 20K Euro sponsorship. Ian to post an entry in MicroProfile Google group requesting more funds from other MicroProfile members. Theresa to get update whether Tomitribe will be able to contribute toward the 20K euro sponsorship. Dominika (Payara) to do the same. Kevin Cox (Hazelcast) to do the same. Ian strongly suggests that MicroProfile sessions be vendor-neutral.
- Theresa has a meeting with DZone next week for further talks about Microservices Zone sponsorship.
- The Eclipse Foundation will have a booth at DevNexus to promote EE4J and MicroProfile. He will reach out to MicroProfile members for help on this.
- IBM Index - target is to get about 2K attendees. Amy would like to invite everyone to have representation there, either via sessions or booths. Tomitribe will not have a booth there but may have some session speakers. Red Hat has not targeted IBM Index to attend. Amy will check sessions submissions to see if any Red Hatters will be speaking.

November 17, 2017

Attendees:

Cesar Saavedra (Red Hat)
 Stephanie Swart (Eclipse Foundation)
 Theresa Nguyen (Tomitribe)
 Dominika Tasarz (Payara)
 Amy Krofssik (IBM)

AGENDA

Topics:

- Brand name for Java EE (<https://github.com/eclipse-ee4j/ee4j/issues/1>) - ideas for new names

- DZone sponsorship opportunities: for more details and the proposal see https://drive.google.com/drive/folders/16EUJRe_m9F9ugWvYGDZKh8cOQduxw64g?usp=sharing
- EclipseCon France sponsorship - <https://www.eclipsecon.org/france2018/prospectus>
- Budget figure for 10-page MicroProfile white paper
- Budget figure for 2018 events
- Adding Oracle logo to MicroProfile t-shirts/hoodies (design) - Request for Ryan to update MicroProfile artwork to include Oracle logo on back of shirt and hoodies.
- Virtual Eclipse Community Meetup-Microprofile Introduction: <https://groups.google.com/forum/#!topic/microprofile-marketing/IF1bj6Om7QA>
- INDEX IBM Discussion - Feb "For developer by developer event"
- Call next week (Thanksgiving)

DISCUSSION & DECISIONS

- Cesar asked everyone on the call to think of new names for Java EE and add your nomination to the link above (<https://github.com/eclipse-ee4j/ee4j/issues/1>).
- DZone Microservices Zone \$42,000 for 6 Months / \$7,000 Monthly - Zone will be launched on Feb 15, 2018. If we choose webinar, we would get 300 contacts as a minimum. Questions:
 - Should we invest this money for MicroProfile awareness only?
 - Should we try to get leads (Theresa: it may be an issue that all MicroProfile vendors reach out to leads at the same time)?
 - What vendors would like to participate to cover \$42K cost?
- Cesar: Approximate cost for a tech writer for MicroProfile technical white paper is \$10K-\$15K
- EclipseCon sponsorship - add package to to the budget, Stephanie to find out about prices in case we want to sponsor both events in France and Germany
- Next week's call cancelled due to Thanksgiving
- [Budget spreadsheet](#) available on:
- [Index San Francisco](#) - Feb 20-22, 2018, CFP closes Dec. 8th
- Feedback from Devvxx
- Virtual Eclipse Community Meetup - looking for speakers and promoting the event
- **NOV 24 call CANCELLED. Next call Dec. 1st.**

November 10, 2017

Attendees:

Stephanie Swart (Eclipse Foundation)
 Theresa Nguyen (Tomitribe)
 Cesar Saavedra (Red Hat)
 Ian Skerrett (Eclipse Foundation)

AGENDA

Topics:

- JavaOne quick recap for Ian
- Dzone update
- 2018 Marketing Planning, cont.
- 2018 Budget for MicroProfile

DISCUSSION & DECISIONS

- **2018 Marketing Planning - by sections**
 - **Driving Awareness/Membership** - metrics, tracking, social media followers, blog posts, etc. - who owns/leads -- Cesar S.
 - **Events** - who owns/leads combined calendar -- Amy K. & Theresa
 - **Content** - what is our content plan (white paper, etc.) - who is owns/leads it -- Theresa N.
 - **Demo** - who owns/leads is going to lead on an integrated demo - owner?
 - **AR/PR** - owner?
 - Ian: why don't we identify 3 programs? E.g. 1) DZone could be one, 2) 10-page technical white paper, 3) Conference(s) -- Cost out budget and then have discussion among members to see who would want to contribute. Target have info by the end of the month.
 - Conference options:
 - JavaOne (San Fran, Oct 28- Nov 1, 2018)
 - DevOxx France (Paris, April 18-20, 2018)
 - EclipseCon France (June 13-14, 2018)
 - EclipseCon Europe (October 2018)
 - DevNexus (Atlanta, Feb 21-23, 2018)
 - CS: have quarterly milestone goals
 - Whitepaper case study candidate - 10 page, need to identify someone and budget. Needs to be someone who's aware and involved in the community.
 - Cesar and Theresa to get pricing ideas (for budget calculations purposes) for writer for 10-page technical white paper (**CESAR: it's going to be about \$10k-\$15k USD**)
 - Goal: to have 3 items (1) DZone could be one, 2) 10-page technical white paper, 3) Conference(s)) costed for our 2018 budget out by the end of November 2017.
 - Ian to reach out to EE4J to see if we can have joint booths at conferences
- **Dzone**
 - Dec. 2017 MP guide/report is due by the end of this week for Dec. 2017 - too late to participate

- Microservices Zone - in Feb 2018, 6 month commitment, ad space, email campaigns, etc. Next meeting with DZone + TN + DZ to gather more info will be next Tues.
- **Budget**
 - Direct vendor or pooled budget?
- **Slack**
 - <https://join.slack.com/t/microprofilemarketing/signup>

November 3, 2017

Attendees:

Stephanie Swart (Eclipse Foundation)
 Theresa Nguyen (Tomitribe)
 Cesar Saavedra (Red Hat)
 Amy Krofssik (IBM)
 Dominika (Payara)
 Kevin Cox (Hazelcast)
 Geoff Pirie (IBM)

AGENDA

Topics:

- Dzone sponsorship opportunities
- 2018 Marketing Plan
- Public relations
- EclipseCon
- Conference

DISCUSSION & DECISIONS

- PR
 - Apache Harmony, MP is shaping up to look like this project (KC). Took a lot of energy, and ends up Oracle adopting and ends back going back to Oracle.
 - We need a clear message of what we are doing
 - IBM has been pretty clear with message around MP and EE4J. What else can we do to help clear it some more (GP)
 - When and where or how is the grey area between EE4J and MP (AK). MP needs to be sustained and clarity. Business as usual, better documentation and clarity
 - Press release?
 - There is a purpose behind MP, that needs to exist outside of EE4J, potential for two to coexist.
- Dzone

- KC - good package
- Cost ~\$20-25 for single sponsor, advertising, email campaign, reach community network, 400-700 visits per month
- Will drive a lot of website traffic, need CTA on website should we move forward
- Next week to report finding
- Domika - will inquire for more, Theresa will join.
 - DZone's first annual Microservices Guide is coming out 12/11/17
 - Twistlock, Cloud Foundry Foundation, Cloud Native Computing Foundation & Lightbend are currently signed to sponsor
 - DZone will be launching a Microservices Zone on 2/15/18
 - We'll be looking for 3 charter sponsors to work with us in this section
- Would there be interest in working with DZone on either/both of these opportunities?
- EclipseCon
 - Cesar at Red Hat booth and didn't see much but attended a panel at the end
 - Heiko, Kevin, Dimitry, one other on panel
 - Questions - is MP real? Governance
 - BOF on MP - last min event, advertise and did not make it to schedule so ended up members only attended. Heiko, Kevin, Dimitry, Emily and Cesar attended.
 - 50% have heard of MP, 50% not heard of it (JavaOne about 70% knew MP)
 - More IoT focused
 - EE4J panel - 30 in attendance (pretty good), ~600 attendance
- EE4J - MP blog post:
 - Look into unposted blog
- 2018 Marketing Plan
 - Strategy document
 - Assign portions
 - Amy K to work on events section. Can put up the Q1 events.
 - Amy will send Q1-Q2, 2018 - will send out for everyone to self-complete (spreadsheet, tab for PR, tab for events-3P, tab for events-proprietary, digital/advertising tab for etc)
 - CS creating new directories for 2018 Marketing, folder for meetups (AK lead)
 - Need case study or use case to convince people why MP
 - How do we measure membership
- Shared Objectives - Link to Document **Marketing Plan 2018**
 - **Driving Awareness/Membership** - metrics, tracking, social media followers, blog posts, etc. - who owns/leads -- Cesar S.
 - **Events** - who owns/leads combined calendar -- Amy K.
 - **Content** - what is our content plan (white paper, etc.) - who is owns/leads it -- Theresa N.
 - **Demo** - who owns/leads is going to lead on an integrated demo
 - **AR/PR** - what's the plan - who owns/leads it -- Kevin C???
- Slack channel for MP Marketing group
 - <https://join.slack.com/t/microprofilemarketing/signup>

October 27, 2017

Attendees:

Kevin Cox (Hazelcast)
Theresa Nguyen (Tomitribe)
Dominika Tasarz (Payara)
Amy Krofssik (IBM)

AGENDA

Topics:

- Public Relations
- GG Thread topics - post JavaOne
- Marketing attendance
- Strawman - not posted yet
- EclipseCon
- Index show
- Conferences

DISCUSSION & DECISIONS

- PR - n/a
- Attendance
 - TN reach out to marketing reps before Friday to raise attendance commitment.
 - Min. 4-5, anything less should postpone call unless urgent matter needs to be discussed
- Strategic GG thread topics - no activities yet. 4 on marketing, 1 on general
- EclipseCon - Twitter activities, no other feedback yet, maybe Eclipse team can give overview?
- INDEX (Feb 2018) - CFP now - new conference
 - Developer/dev community, managed by 3rd party, 2-day Moscone West
 - Open forum for community building, training session, JUG meetups
 - Social and education
- Datasheet PDF - add to Google Drive (Amy K)
- Conference
 - JFokus - ?
 - vJUG24 - 1500 people on slack (slate for 2018 & sponsor for MP CTA)
 - Slides, code demo, specifics
 - Min. 1 sponsorship
 - W-JAX (Munich) - Payara - speaking
 - Devovx (Morocco) - Tomitribe - speaking

- Devovx (Belgium) - Tomitribe & Paraya (MP talk) - speaking
- JFall (Netherland) - IBM
- Ordev (Scandinavian) - <1000 attendee - Payara talk
- QCon (Austin) - Dec 6th - IBM (Container & Java)
- JavaLand - (Fantasia Island) - March 2017
 - Ondrej Mihalyi (Payara) - Be Reactive & Micro with MicroProfile Stack
 - Ivar Grimstad - MicroProfile - New and Noteworthy
 - Expert Panel - Zukunft von Java EE & MicroProfile
 - Tomitribe (attendance?)
- [Tomitribe's Conferences & Events](#)
- Marketing Meeting
 - MP Tuesday folk to attend and give marketing folks an update
 - November 10th meeting
 - Theresa to contact MP folks from Tuesday call to attend
- Common repository for presentation materials (create resource file)
 - [Events & Meetup Presentations](#)
 - MP community, please deposit your presentations here - thread (Dominika)
- Social media icons for MP website - Theresa's to do
- MicroProfile blog - needs to convert to WP if possible
 - IBM use "Medium" for blog post - free and easy to use, check out

October 20, 2017

Attendees:

Dominika Tasarz (Payara)
 Cesar Saavedra (Red Hat)
 Geoff Pirie (IBM)

AGENDA

Topics:

- Assignment of 2018 high-level activities to specific team members
- 2018 Marketing Plan
- Strawman for (Paul & Cesar will do) - on MicroProfile and EE4J

DISCUSSION & DECISIONS

- 2018 high-level marketing activities assignment will be postponed to next call since we have low turnout for today's call
- Dominika has started threads in the MicroProfile Google Group <https://groups.google.com/forum/#forum/microprofile-marketing> with each of the 2018 high-level marketing activities for:
 - PR/AR Plan

- Integrated demo
- Events
- Content Strategy
- Dominika to post an entry on MicroProfile Google Group inviting folks to read and start giving feedback for the 2018 high-level marketing activities. She will include links in it.
- Strawman draft almost finished. Cesar will post to MicroProfile Google Group as soon as it's ready.
- Amy - please upload final MicroProfile datasheet PDF to Marketing Drive.
- Next week - can everyone check if they are invited to the weekly Marketing Calls, rather than bi-weekly - it looks like we always have less attendees at every other call, suggesting that some people may not know that the calls happen weekly.

October 13, 2017

Attendees:

Stephanie (The Eclipse Foundation)

Cesar Saavedra (Red Hat)

Geoff Pirie (IBM)

Amy Kroffsik (IBM)

Kevin Cox (Hazelcast) - had to drop off toward the end of the call

Angela Warner (IBM)

Theresa Nguyen (Tomitribe) - left early

AGENDA

Topics:

- JavaOne wrap-up
- DevNexus - Feb 2018 in Atlanta - who's planning to be there?
- 2018 Marketing Plan
- Strawman for (Paul & Cesar will do) - on MicroProfile and EE4J

DISCUSSION & DECISIONS

- JavaOne:
 - Geoff - bingo game was a good idea. Opportunity to show some code. Didn't do it enough.
 - Kevin - bingo game worked great. Got to see lots of people that we wouldn't have otherwise seen.
 - Theresa - stickers should be ordered in rolls not die cut. Datasheet should accompany game card if possible.
 - Cesar: For next year, need to make sure swag ordering process is clearly communicated to all participants of bingo game. Some attendees were keeping completed bingo cards and going to multiple booth to redeem more swag. Geoff:

next year, maybe have attendees write their names/email of cards to turn them in for a later drawing of something.

- Geoff: at JavaOne 60% knew or had heard of MicroProfile before.
- Amy: missed opportunity this year. Tuesday night was a big opp to do this if we know what Tomitribe, IBM, Red Hat were doing. We could join forces and have a single event Tuesday night, i.e. MicroProfile party. Getting a great venue, go tall and large. (Tomitribe's PartyOne (7-midnight) is Tuesday night, so not good for us - TN)
- Is anybody going to be at DevNexus in ATL on Feb 2018:
 - IBM: ?
 - Hazelcast: they may be there
 - Red Hat: don't know yet
 - Tomitribe: No
 - Payara: ?
- 2018 Marketing Plan
 - Amy went over the [meeting minutes](#) that Dominika put together from our in-person meeting during JavaOne.

September 29, 2017

Attendees:

Dominika (Payara)
Cesar Saavedra (Red Hat)
Stephanie (The Eclipse Foundation)
Ian Skerrett (The Eclipse Foundation)
Kevin Cox (Hazelcast)

AGENDA

Topics:

- MicroProfile Data Sheet - feedback from yesterday's meeting (Amy & Kevin)
- Update on Breakfast meeting (Amy)
- Update on demos and slides for the Eclipse Booth

DISCUSSION & DECISIONS

- Cesar: Last thing I heard: Amy almost done with PDF for data sheet. She will print out and bring some with her to JavaOne 2017.
- Breakfast invitations already went out
- Cesar went over Bingo game instructions. He will be at Eclipse booth Monday at 9:30am PDT to hand out materials to Eclipse folks and walk to all vendors to hand out stickers.

- Ian communicated to all folks staffing Eclipse MicroProfile booth to bring their own laptops as well as their specific demos if they have one
- Ian: MicroProfile signs are all good to go.

September 22, 2017

Attendees:

Theresa (Tomitribe)
 Amy Krofssik (IBM)
 Dominika (Payara)
 Cesar (Red Hat)
 Stephanie (Eclipse Foundation)
 Angela Warner (IBM)
 Ryan St. James (Tomitribe)
 Amelia Eiras (Tomitribe)
 Kevin Cox (Hazelcast)

AGENDA

Topics:

- MicroProfile Data Sheet - feedback from yesterday's meeting (Amy & Kevin)
- Update on Breakfast meeting (Amy)
- Update on demos and slides for the Eclipse Booth
- Nighthacking - do we have a spot?
- Sunday Community Event
- JavaOne - AOB

DISCUSSION & DECISIONS

- Nighthacking - 2 slots max
 - "Configuration JSR & MicroProfile" - Kevin and Emily
 - Tues 10/4 - 10am - 12pm
 - Mon 10/3 - 10am - 12pm
- Sunday Community Event - networking opp to talk to JUG leaders, network instead of formal proposal to speak at JUGs
- Datasheet - 1 page PDF & print out, overview & 4 sections of what MP is about
- Breakfast meeting - keeping it as a working group and not a meetup format
- [JavaOne Geek Bike Ride](#) - possible informal social and meetup activity, join if you can
- Tuesday pre-meeting before Breakfast meeting - 9AM

September 15, 2017

Attendees:

Theresa (Tomitribe)

Amy (IBM)

Dominika (Payara)

AGENDA

Topics:

- Final update on the t-shirts & hoodies orders
- MicroProfile Data Sheet - feedback from yesterday's meeting (Amy & Kevin)
- Update on Breakfast meeting (Amy)
- Update on demos and slides for the Eclipse Booth
- Nighthacking - do we have a spot?
- JavaOne - AOB

DISCUSSION & DECISIONS

- All artwork approved with deluxe screen printing, now moved to production (each company individually)
- Data Sheet - Amy contacted Kevin, need more technical discussion, this is now scheduled for Tuesday, the 19th Sep. Need better understanding of products and services for each vendor - most basic information: product name, url, version number etc. Amy will email out to the marketing contact asking about the information. Not sure if we'll manage to print it out in time, but we'll at least get a PDF. Once draft is ready Amy will send it out to everyone for feedback.
- Demo - Amy talked to Kevin. Every vendor should come in with their own demo at the Eclipse booth because it's difficult to get one demo to be run by everyone. Amy will mention this in her email to everyone.
- Need further update from Cesar on the powerpoint presentation
- Nighthacking - Theresa to find out who's speaking confirm the topic and take it back to the group.
- Thirsty Bear - meet & greet, everyone from the marketing & tech group.

- Bingo Card - 6 slots on the card, Eclipse don't actually have t-shirts but the card can be collected from their booth. Each vendor will have a different color stickers. There will be instructions on the card.
 - Breakfast Meeting - IBM will sponsor. Location still TBC. Amy to confirm. Everyone's invited to volunteer at JavaOne for Kids (Saturday) and to take part in the GeekBike ride: <https://www.meetup.com/sv-jug/events/243295609/>
 -
 - JUG Leader meeting - get into and see if we can meet to propose MP JUG meetings - TN
 - Next week, decide when we want to have the last call before JavaOne, as the w/c 25th of Sep may be difficult for people to attend due to travel etc.
 - Folder with the Marketing resources: https://drive.google.com/drive/folders/0B8_67yGf9LkLOTdPeHdRRI9aWG8
-

September 8, 2017

Attendees:

Theresa Nguyen
 Cesar Saavedra
 Amy Krofssik
 Ian Skerrett
 Stephanie Swart
 Kevin Cox
 Steve M.

AGENDA

Topics:

- Update on the t-shirt and hoodies order
- Update on the booth bingo progress
 - cards and stickers printing
 - number of t-shirts & hoodies to give away
- Worldwide tour of MicroProfile (suggested by: Amy Krofssik)
- **By Amy K.: "Microprofile Roadshow and Potential VJUG Slot - Meeting at JavaOne?"**
- I would like to propose we bring key SMEs together for a meeting at JavaOne to discuss the "art of the possible" in taking some demos/speakers on the road for a X-city tour on Microprofile and a potential panel discussion for an upcoming VJUG. I did float the idea with senior leadership and

they were receptive to both suggestions. I'd like to confirm if RedHat, Tomitribe and others would want to explore. The upside: Heightened exposure, shared expense costs, louder activation in the market. I also think we should x-reference our event calendars. There is likely some re-usable speaker/content/approaches we can take for end of year and into 2018. We can discuss this at JavaOne as well."

DISCUSSION & DECISIONS

- Amy to call up a meeting next Thursday, Sep 14, 2017 with MicroProfile SMEs to start gathering content for the MicroProfile datasheet. IBM has funding for design and printing of datasheet. Amy to reach out to Kevin Sutter to get guidance on datasheet. Datasheet needs to be vendor-neutral in messaging, however it would be useful to mention vendor implementation of MicroProfile.
- Cesar waiting to hear back from SmartBear to see if they want to participate on bingo game during JavaOne. Deadline is today at noon. So, far participating vendors are: Red Hat, Tomitribe, IBM, Payara, Eclipse, and Hazelcast.
- Breakfast meeting - Wednesday, October 4, 2017 at 8AM (90 min) - AMY to organize
- IBM film crew
 - Footage available for Youtube posting, etc
 - SME interviews, use case perspective, developer reactions
- JavaOne booth schedule - IAN will reach out for volunteer sign-up
- Cesar and Ian to work on a 4 or 5-slide (copy Amy K.) on MicroProfile to have at Eclipse booth
- Amy to reach out to Kevin Sutter about possible options for demos at Eclipse MicroProfile booth (recording or live)
- Nighthacking - reach out to Heather (<https://twitter.com/heathervc?lang=en>) for a spot. Recruit SME and topics
- Ian to post on Forum sample MicroProfile-related signs for MicroProfile booth

September 1, 2017

Attendees:

Cesar Saavedra (RH)

Dominika Tasarz (Payara)

Steve M. (IBM)

Stephanie Swart (Eclipse)

AGENDA

- JavaOne ordering / design status update:
 - T-shirts & hoodies ordering
 - Stickers
 - Anything else (booth bingo?)?
- [JavaOne schedule spreadsheet](#) - what's missing
- Thirsty Bear Sunday event - status update from Cesar
- Worldwide tour of MicroProfile (suggested by: Amy Krofssik)
- MicroProfile datasheet

DISCUSSION & DECISIONS

- JavaOne Demo
 - Steve M (IBM) to reach out to Kevin about the status of the MicroProfile demo
- Thirsty Bear Sunday event - status update from Cesar
 - List already sent to Oracle on Thursday night, 33 people included
 - Oracle will email direct invites via Eventbrite on Friday, 1st September - please check your inbox!
 - IBM may need to add more names, Steve and Stephanie to double-check the list
- JavaOne ordering / design status update:
 - Every vendor to enter the t-shirts numbers to the spreadsheet
 - The order form and other information about t-shirts & hoodies orders are available on https://docs.google.com/document/d/1f3pGnaySMLwGhi9-RsgjQPV2qzE_1IZ7Sf87-19YfSU/edit
 - Theresa to confirm what the final cost for the t-shirts is and if we can get a group price
 - Eclipse are ordering for Red Hat as well (with Deluxe Screen Printing)
 - Missing final t-shirt/hoodies count for Hazelcast & eclipse
 - Orders with Deluxe Screen Printing (Eclipse, Red Hat, Tomitribe, Payara) have to be placed by 5th of September
 - Stickers - Eclipse ordering for everyone - Ian to confirm
 - Booth Bingo - Cesar to confirm - print the bingo cards based on the last year's design
 - Theresa to add a sticker design for the booth bingo (a small M)

- Data Sheet
 - Need an update from Amy (IBM) on what's the status. Identify SMEs to provide content. Start ball rolling.
 - Booth schedule
 - Each vendor to add their team members in the [spreadsheet](#)
 - Worldwide tour of MicroProfile (suggested by: Amy Krofssik)
 - To be discussed when Amy's on the call
-

August 25, 2017

Attendees:

Theresa Nguyen (TT)
Cesar Saavedra (RH)
Amelia Eiras (TT)
Ryan St. James (TT)
Ian Skerrett (Eclipse)
Stephanie Swart (Eclipse)
Dominika (Payara)
Amy Krofssik (IBM)
Steve (IBM)

AGENDA

- JavaOne surround status. Should we even have one with the latest turn of events (Oracle opening Java EE)?
- Blog - moderator
- [Logo use: branding guideline, website & licensing and terms of use](#)
- MicroProfile t-shirt and hoodie designs
- JavaOne activity status: ordering, deadline, etc.
- [Should we have a link to this logo material off of microprofile.io <duplicate topic?>](#)
- [Conference demo for JavaOne](#)

DISCUSSION & DECISIONS

- JavaOne Surround status - switching from Surround to Thirsty Bear w/Oracle
 - Thirsty Bear Sunday Event

- 20 invitees only - developers (highest priority - sub-project team leads and developers working on sub-projects), MP leadership
- Casual event
- No budget requirement from MP
- No giveaway, door prizes, no banner, no t-shirts
-
- Terms of Use, maybe? https://eclipse.org/legal/logo_guidelines.php
- [JavaOne schedule spreadsheet](#)
 - Booth schedule
 - T-shirt & hoodie - Ian & Stephanie will send out ordering instructions to vendors
 - T-shirt & hoodie print data will be ready by Monday, August 28, 2017
 - 1-page datasheet - Amy will reach out to MP leadership for info and figure out design resource
 - Talking points
 - Signage
 - Evening event - invites - change, what's needed or not
- Conference demo - AK will contact John for plan
- 1-page manifesto - Amy - stretch goal (not for JavaOne)
- Infographics - Amy - stretch goal (not for JavaOne)

===Email from Amy Krofssik (IBM) about her action items above - received on Aug 29, 2017===
 ===BEGIN===

I wanted to check in on some of the actions from last weeks call. Note I have a daughter that I need to get situated as a freshman in college on Friday so will not be on the call this week. I will make sure someone from IBM is on the call.

1. Invitation List for Oracle Party - Per Kevin's note below - do you think Oracle would share the invitee list with us? I can provide IBMer names but they be duplicates.
2. Demo - Please see Kevin's response below. Should I schedule a meeting with Kevin, you and other focals?
3. T-Shirt/Hoodies - Ryan if you got us artwork - I have a vendor that IBM can order directly from - would you be willing to share that?
4. Datasheet - Good news. I have funding/creative to support the data sheet and can work across the team to produce for Java One.

1. MicroProfile Party JavaOne...

The invitations for the event at the Thirsty Bear went out over the weekend (at least I received mine). I would assume most of the Java EE and MicroProfile core community has already been invited. I have no idea on how to cross reference how has been invited and who still needs to be invited. If you or Cesar are in contact with Oracle about helping to fund this event, maybe they can provide you with the list of people on the invites?

2. Microprofile.io Demo at JavaOne...

The demo we used last year was the Conference Demo. This was based off of MicroProfile 1.0 since every vendor had capability of running jax-rs 2.0, cdi 1.2, and json-p 1.0. Now that we have moved up to MicroProfile 1.1 (w/ Config 1.0) and MicroProfile 1.2 (w/ JWT 1.0, Fault Tolerance 1.0, Health Metrics 1.0, Health Check 1.0, and Config 1.1), the capability of each vendor will be staggered.

A member of my team is working on enhancing the Conference Demo to support these new and updated technologies. We could possibly use a flavor of this updated app at the booth. Let's keep talking.

===END===

August 18, 2017

Attendees:

- Ian Skerrett (Eclipse)
- Cesar Saavedra (Red Hat)
- Theresa Nguyen (Tomitribe)
- Stephanie Swart (Eclipse)
- Andrew Pielage (Payara)
- Steve Miskewycz (IBM)

AGENDA

- JavaOne Surround
- Eclipse newsletter
- [JavaOne Schedule](#)
 - Shirts
 - Hoodie
 - Staffing
 - Datasheet content
- Java EE moving to an open foundation

DISCUSSION & DECISIONS

- JavaOne Surround
 - Capacity of 70 people (MP leadership : DBlevins, JClingan, ANottingham, KSutter, MLittle, MVerburg, etc + invites, No sales & marketing folks)
 - Who do we invite: Java Champions, MicroProfile leadership, analysts, and press
 - Create spreadsheet for [VIP list](#) - close invitation Friday Sept 15, 2017 - **TN**
 - Name suggestions for event: added to VIP list - **TN**
 - Create EVITE invite - artwork and logistics - go out Sept 18-20 + reminder - **TN**
 - Follow-up meeting next week - **SM**
 - Limiting staff attendance - how?
 - Monday Oct 2, 2017, 3-9PM at [Galvanize](#) (7-min walk or 2-min car ride)
 - JCP Community Party at 6PM - 9pm
 - Open shared space (but we will get our own room)

- Need to get 3rd party beer, wine, food, catered, DJ - **MP to cover cost & logistics**
 - IBM covers venue cost
 - Eclipse Newsletter - good to go, in progress
 - JavaOne schedule and activities
 - Monitor - Eclipse takes care of monitor
 - Signage - Eclipse will come up with signage
 - T-shirt and Hoodie - design and share with group before finalized - **TN**
 - Billing - IBM and RH would like Eclipse to order shirt and bill company
 - Logistics - Eclipse order and ship directly to booth
 - Front: MP logo
 - Back: IBM (Y), LJC (?), Red Hat (Y), Tomitribe (Y), Payara (?), SouJava (?), Hazelcast (?), Fujitsu (?), Kumuluzee (?), Smartbear (?) - check with each company if okay to use logo - **TN**
 - Stickers - by Eclipse (1" x 3" approx size, print & distribute, 400-ish) - **IS**
-

August 11, 2017

Attendees:

Ian Skerrett (Eclipse)

Cesar Saavedra (Red Hat)

Theresa Nguyen (Tomitribe)

Steve Miszkewycz (IBM)

AGENDA

- JavaOne 2017 Eclipse MicroProfile booth - SME scheduling, vendor neutral presentation, vendor neutral demo, datasheet, handout
- JavaOne 2017 Surround Event (IBM found time on Monday, October 2, 2017 from 3-6pm. IBM has reserved a room at a local place - it sits 70 people). Times can be adjusted to later?
- Eclipse Newsletter - article writer volunteers so far?
- Actions from last meeting:
 - Hoodie pricing (find out from RH print volume last year) - KAT
 - Booth schedule - THERESA
 - JavaOne workbook (timeline spreadsheet for booth, PR, print, etc) - THERESA
 - Drafting talking points - KEVIN

DISCUSSION & DECISIONS

- As of today, only Payara has stepped forward to author an article in upcoming September 2017 Eclipse Newsletter. Volunteer authors need to reach out to Roxanne Joncas from Eclipse (roxanne.joncas@eclipse-foundation.org) to coordinate articles. We need a total of 4 articles. We also need someone to help with selection of articles (John C., Kevin S.??) and edit them. Roxanne posted on note on MP Google group on July 31, 2017 saying:

"Hello everyone,

My name is Roxanne Joncas and I am the Marketing Specialist at the Eclipse Foundation. I am also the editor of the monthly [Eclipse Newsletter](#), which currently has over 185,000 subscribers.

Each month, the newsletter features articles about a specific theme. For the September issue of the newsletter, we want to feature 4-8 articles about Eclipse MicroProfile. The objective is to create buzz around this awesome project and promote it's upcoming presence at the JavaOne conference on Oct 1-5.

For this newsletter, I need a **minimum of 4 articles** contributed by various authors. The deadline for content is **September 7**.

More details about the articles:

- The article can be a pre-existing article/blog post that is recycled for this newsletter.
- Length should be 500 words or more, but it really depends on the content.
- Format: html or Gdoc or plain text.
- Visual-aids are always a good idea (images, gifs, videos, code snippets, etc).
- The article should be technical, but written in a way so that beginners and advanced users can understand it.

Here are examples of published Eclipse Newsletter articles:

- [Eclipse hawkBit - Software Updates in IoT](#)
- [Reactive Microservices with Eclipse Vert.x](#)
- [Language Server Protocol](#)
- [Get Started with JHipster4](#)

Please do not hesitate to ask questions or communicate your concerns.

Roxanne"

- Steve (IBM) will reach out to potential IBMers (Emily J., Kevin S.??) to author one of the articles to be posted on Eclipse September 2017 Newsletter.
- Theresa (Tomitribe) will reach out to potential Tomitribers to author one of the articles to be posted on Eclipse September 2017 Newsletter (Andy Gumbrecht or someone else).
- Steve will get more details on **JavaOne Surround** event potential venue (restaurant bar) and will call a meeting next week to further discuss details. This will be a neutral-vendor event. We need to come up with a vendor-neutral invitation. This will be a more salesy-marketing-lead generation type event.

- Cesar (Red Hat) will reach out to potential Red Hatters (John C, Heiko Rupp? Monitoring, Scott Stark? JWT Security) to author one of the articles to be posted on Eclipse September 2017 Newsletter.
-

July 28, 2017

Attendees:

Lauren Frazier
Steve (IBM)
Dominka Tasarz
Kevin Cox
Ryan St. James

AGENDA

- Last meeting's to-do items
- Logo winner
- JavaOne
- Blog status
- [MP Marketing Plan](#) updates (by Kevin Cox)
- New MP group email addresses

DISCUSSION & DECISIONS

- Social media on website - [GIT ticket](#)
- Social media admins - In progress. [List of channels and admins](#)
- Logo revamp - [Action plan](#)
- Twitter: microprofile-twitter@googlegroups.com
- Marketing: microprofile-marketing@googlegroups.com
- JavaOne Eclipse MP booth: Tomitribe, IBM, Red
 - Game/bingo - drive booth visits (hoodie giveaway)
 - Tomitribe - ? qty
 - Payara - ? qty
 - Hazelcast - ? qty
 - MicroProfile
 - Schedule to man booth: Tomitribe, Hazelcast, Payara, Redhat (John), more TBD
 - Booth content: Demo, code sample, talk to experts, resource info
 - 1 page datasheet insert for distribution
 - PR activities needed
- Who's going to be spokesperson on each topic? Community/vendor to find out

- Need to work on talking points like code samples, things to focus on, etc.
- Content for marketing activities needed
- Agenda for next time - August 11th
 - Action items from previous meeting
 - JavaOne
 - Website
 - MicroProfile 1.1 promotion planning

ACTIONS

- Hoodie pricing (find out from RH print volume last year) - KAT
 - Booth schedule - THERESA
 - JavaOne workbook (timeline spreadsheet for booth, PR, print, etc) - THERESA
 - PR activities - KEVIN lead, DOMIKA (TechTarget interview), Amelia (Dzone interview)
 - Drafting talking points - KEVIN
 - MicroProfile 1.1 promotion planning - start convo on group post - DOMINIKA
-

July 14, 2017

Attendees:


Angela Warner
 Dominka Tasarz
 Kat Hirsch
 Kevin Cox
 Ian Skerrett

AGENDA

- Welcome note & reminder
- Updates about meetings - minutes, conduct, etc
- Social media
- MicroProfile Marketing [Tags](#)
 - Guidelines on usage
- Logo Redesign Voting
 - General
 - Stats: 121 ((as of 7/13, 5:30PM PST)
 - Votes
 - 7/10 - 64
 - 7/11 - 37
 - 7/12 - 10

- 7/13 - 10
- URL clicks
 - <https://goo.gl/kcquD8> - MP group email -- 292
 - <https://goo.gl/huwTr4> - voting form -- 301
 - <https://goo.gl/1Qje3v> - option 4 -- 238
 - <https://goo.gl/49gdGf> - option 3 -- 251
 - <https://goo.gl/2Go5Y4> - option 2 -- 279
 - <https://goo.gl/HNyiFG> - option 1 - 290

Tweet Activity

	Impressions	5,174
	Total engagements	262
	Link clicks	111
	Detail expands	76
	Retweets	34
	Media engagements	19
	Likes	17
	Profile clicks	5

- Action plan & unveiling
- Social media - usage and access
- Amplifying message for voting that started this past Monday, July 10, 2017
- Blog post - Mike Croft - <http://mikecroft.io/2017/07/11/microprofile-1-year-on.html>
- JavaOne planning - too early to discuss?
 - Venue for evening event
 - Booth - Tomitribe, IBM, RedHat, Payara
 - 3 companies - \$2500 ea? 4th contribution goes to where?
 - T-shirt - participants, count, logistics, decision time? (I will provide pricing points this week.)
 - Hoodies - participants, count, logistics, decision time?
 - Print collateral?

DISCUSSION & DECISIONS

- Welcome note & conduct
 - Everyone welcomed to join not just marketing members
 - Minutes posted on Eclipse calendar invite
 - After call, minutes should be posted within 30 min.
 - Communication protocol - community discussions and announcements done on google group, marketing work activities done within marketing group
- Social media
 - Goal is to post once a week
 - Guideline on what to post and conduct
 - Give access to all marketing members to post
- Tags - 17 used by marketing

- Logo revamp
 - We need to give another push on Monday July 17th, get more voters
 - Update social media channel images - YES
 - Collateral designs - stickers, PPT template, retractable banner - YES
 - Styleguide - YES
 - Announcement of winner - July 25th on MP Live Hangout
 - Action Plan - July 28th MP Marketing group
 - Announcement / “Unveiling” & Action Plan - August 8th on MP Live Hangout, then Google group
- JavaOne
 - Signage - YES
 - What we need? TBD
 - T-shirts - YES
 - Collaborate on 1 design
 - Vendor print, pay (TBD), store and distribute
 - Need estimate: 100-150 per vendor
 - Hoodie - MAYBE
 - If there’s a game or some sort of incentive in place to give hoodie, then maybe a “yes”, otherwise looking like “no”
 - Suggestion - experts have them?
 - Revisit on next meeting - 7/28 Marketing group
 - Stickers - YES
 - Payara - not sponsoring booth, will sponsor collateral
 - Lead-time for print? 3 weeks. Full month of August to work on materials.
 - Print collaterals - YES
 - 1 pager flyer
 - Content & message - worked on by group
 - Press and analyst
 - Create plan
 - Evening event/party: PartyOne - maybe, TBD in two weeks
- Eclipse newsletter - YES
 - Each month has a theme
 - 100k subscribers
 - September newsletter will be around MP: need 5 authors
 - Google group - call for authors, need commitment by early August, topics by early September
 - David Blevins as guest editor/co-editor? Open to community
- Agenda for next meeting:
 - Logo & action plan
 - Social media guideline for use
 - JavaOne

ACTIONS

- Social media - add to website? YES (THERESA)
 - Social media admins - Kat, Dominika, Kevin, Angela (THERESA)
 - Social media - Theresa to start or Domika after 2 weeks if not started yet (T & D)
 - Logo revamp
 - Action plan - start document & share with group for input before next meeting (THERESA)
 - JavaOne
 - T-shirt pricing: pricing check for bulk vs individual buy (KAT)
 - Send Kat vendor info (THERESA & DOMINIKA)
 - Eclipse Newsletter
 - Create google group topic: "call for authors" (IAN)
-

July 9, 2017

Attendees:

Theresa Nguyen
Cesar Saavedra

MicroProfile Logo Redesign Voting;

1. Thiago (Theresa) - MicroProfile voting card work - DONE
2. Theresa - Update LinkedIn Showcase page - DONE
3. Theresa - Send to Thiago voting GG URL on Sunday at 5:30PM EST - DONE
4. Thiago (Theresa) - Voting starts 7/9 at 6PM EST, activate voting - DONE
5. Theresa - create short URL to GG email, use for social media & website - DONE - <https://goo.gl/kcquD8>
6. Theresa - Social Media - 6AM PST / 9AM EST - July 10th - SCHEDULED
7. Theresa - email marketing group of social media about voting (7/10) - OPEN
8. Cesar - email google group of voting - OPEN
9. Theresa - Social media distribution - July 17 - reminder to vote - OPEN
10. Theresa & Cesar - Finalize which social media names to use - DONE
11. Theresa - Clean up social media:
 - **Facebook** -- <https://www.facebook.com/microprofile.io/>
 - **Twitter** (@microprofileio) -- <https://twitter.com/MicroProfileIO>
 - **G+** -- <https://goo.gl/wBGa1m>
 - **LinkedIn** -- <https://www.linkedin.com/company/microprofileio>

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June 30, 2017

Attendees:

Theresa Nguyen (Tomitribe)
Cesar Saavedra (Red Hat)
Angela Warner (IBM)
Veronica Harding (Payara)
Kevin Cox (Hazelcast)

Group decides that revamped logo voting will start on July 10, 2017 and will run for two weeks.

Cesar went over action items from last call

Team went over Marketing Plan document

MicroProfile.io web page developer was out last week and has started working on adding blogging capabilities and the addition of some kind of notice/button/banner to the MicroProfile.io landing page for the revamped logo proposal voting.

Action Items:

- Everyone to comment on Marketing Plan
- Everyone to spread the word in their organizations looking for MicroProfile.io bloggers
- Cesar to tell leadership that voting will start on July 10 and run for two weeks
- Theresa to send Cesar mock-up of voting notice on MicroProfile.io landing page
- Cesar to send out workflow to get voting process kicked-off and send to Theresa. Also send Theresa link to Google Group Test entry.

Meeting recording located at:

<https://bluejeans.com/s/Gzhy3/>