

**Eclipse Members' Meeting**  
September 21-22, 2005  
Wyndham Hotel, Chicago O'Hara Airport

The next Eclipse Members' Meeting will be held September 21-22, 2005 at the Wyndham Hotel, Chicago O'Hara Airport. Employees of Eclipse member companies and Eclipse committers are invited to attend four different events that are geared to help better understand the Eclipse community and open source projects.

- 1) **New Members' Jumpstart Meeting**, September 21 - 9:00-11:00am  
- This event will be of interest to people that are new to the Eclipse community.
  
- 2) **Marketing Symposium**, September 21 - 12:00-6:00pm  
- This event will be of interested to the marketing professionals responsible for marketing commercial products into the Eclipse user community.
  
- 3) **Welcome Dinner, Reception and Product Showcase**, September 21 - 6:00-10:00pm  
- Informal networking event to meet representatives for other Eclipse companies  
Product Showcase will allow member companies to demonstrate the products or services to other members.
  
- 4) **Eclipse Members' Meeting**, September 22 - 7:30-4:30pm  
- The main event

*Details of each event and preliminary agenda's can be found below.*

**Registration**

We have setup an online registration system to handle the registration and fee payment for the meeting. We have attempted to keep the fees at a minimum but are required to cover the cost of running the meeting. To register visit <http://www.regonline.com/27033>. Deadline for registration is September 15, 2005.

**Hotel Registration**

Please remember to book at hotel room at the **Wyndham Hotel Chicago O'Hare Airport**. To make a reservation, please call 847-297-1234 or 1-800-996-3426. For online reservation visit <http://www.wyndham.com/rates/main.wnt>, click on the property tab and select Wyndham O'Hare. A room rate of \$135/night has been arranged by Eclipse but it is only valid until August 29, 2005. Please reference group ID 0918859EC. (NOTE: You may need to type the group ID into the registration form. Copy and paste may result in an invalid ID)

## **Eclipse New Members' Jumpstart Meeting**

September 21, 9:00am-11:00am

The Program is composed of a short session that discusses the Eclipse Open Source Projects and the Eclipse organizational structure and operations. While this is intended for new members, all are encouraged to attend.

The agenda for this meeting is:

- How do I get involved in Eclipse?
- Eclipse Foundation structure and operations
- Eclipse Architecture Overview
- Eclipse Project Overview
- Open ended informal discussions about Eclipse Consortium

## **Eclipse Marketing Symposium**

September 21, noon-6:00pm

The marketing symposium is for marketing and business professionals of Eclipse member companies. The goal is to learn and discuss what best practices of marketing commercial products to the Eclipse user community. The symposium will feature invited speakers and a series of short case studies from Eclipse member companies.

Tentative Agenda

- Welcome luncheon (noon-1:00pm)
- Invited Speaker: Carl Zetie, Forrester Research, Topic: *Enterprise Adoption of Eclipse*
- Invited Speaker: Stephen O'Grady, Redmonk, Topic: *Bottom Up Marketing: Using Conversational Marketing to Speak to Developers*
- Lightening Talks from Eclipse members (short case studies and discussions)
  - Who is the Eclipse developer: A demographic profile? Speaker: Maher Massi, Genuitec
  - Extending and Expanding the Value of **Eclipse** with Commercial Products. Speaker: Gary Cernosek, IBM
  - Profile of a successful PR campaign – Speaker: Karen Frederiksen, Sybase
  - What portals drive the most web traffic – Speaker: Mike Taylor, Instantiation
  - Review of different Partner programs. Speaker: Tracy Ragan, Catalyst
  - Overview of Eclipse in the embedded marketing – Speaker: TBC
- Best Practices Breakout session – small group session to pursue more in-depth discussion on areas of interest

## **Dinner/Reception and Product Showcase**

September 21, 6:00pm-10:00pm

- An opportunity to meet and network with the representatives of Eclipse member companies.
- Product showcase will allow member companies to demonstrate and discuss their Eclipse based products and services.

## **Eclipse Members' Meeting**

September 22, 2005 7:30am-4:30pm

### Meeting Objectives

- 1) Provide a detailed understanding of the Eclipse Open Source plans, directions
- 2) Provide all members with an opportunity for comment and requirements associated with the Eclipse Open Source Projects
- 3) Provide detailed updates on the Eclipse EcoSystem
- 4) Provide reports on Eclipse marketing and fiscal status

### Tentative Agenda

- Continental Breakfast (7:30-8:00am)
- Executive Director Report – Mike Milinkovich, Executive Director
  - o Eclipse Roadmap and strategy presentation
- Eclipse Project Update – Bjorn Freeman Benson, Eclipse Technical Director
  - o Update on the plans of the individual Eclipse projects
- Eclipse Member Spotlight – Presentation by Macromedia
- Eclipse Project Spotlight – Review of Eclipse Web Tools Platform Project
- Add-in Providers Requirement
  - o Small break-out sessions to identify the of requirements and priorities for Eclipse
- Harvard Business School Research Project: ‘Competing on a common platform’
- Marketing Update – Ian Skerrett, Eclipse Marketing Director
- EclipseCon 2006 - Bjorn Freeman Benson, Eclipse Organizing Chair