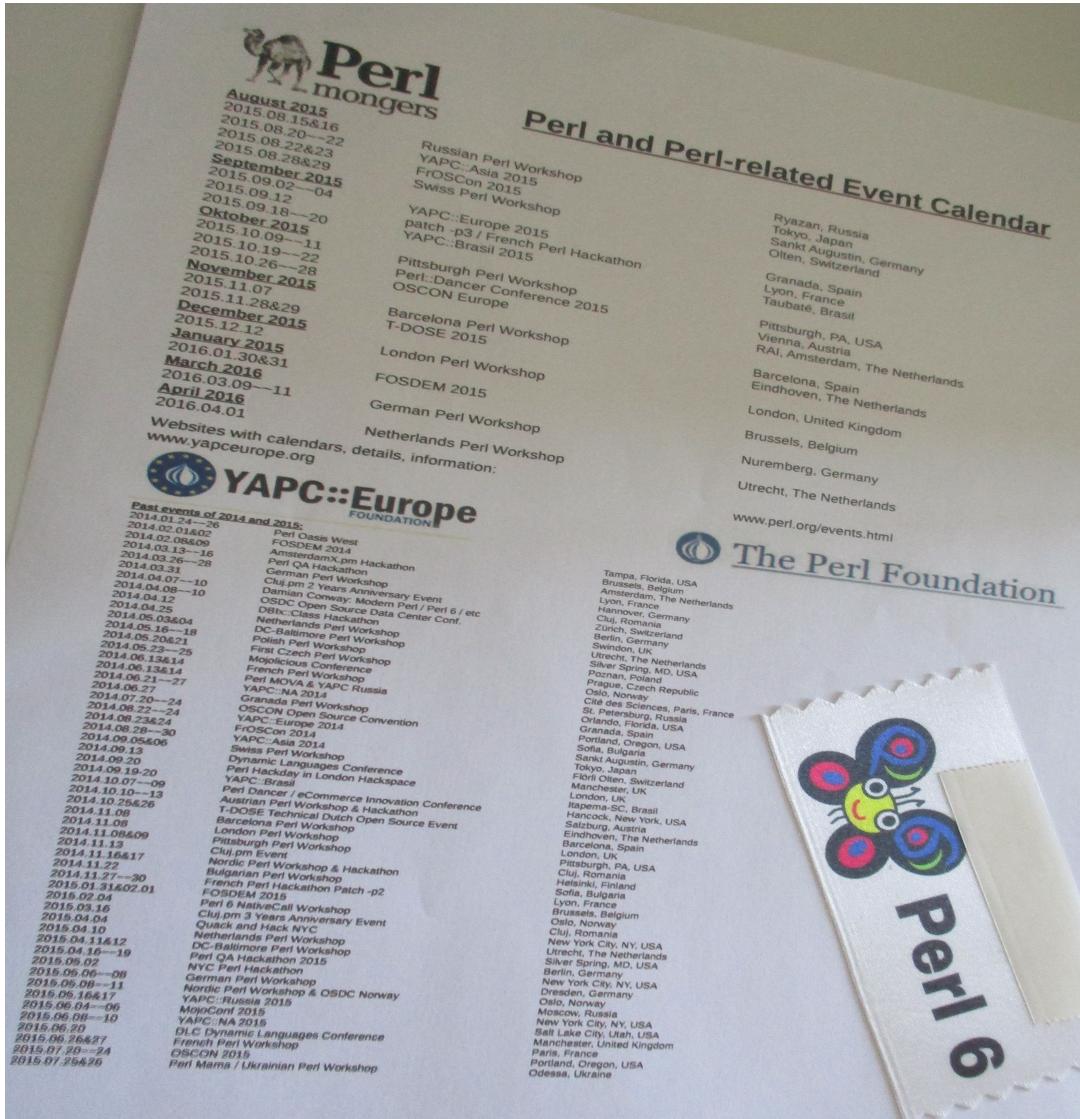


Changing image of Perl



I keep a calendar of Perl-events (mainly for Liz and me, to keep track where to go)



FOSDEM booth since 2010,
FOSDEM devroom since 2011
OSCON booth since 2014
Other conferences (T-DOSE,
NLUUG, FrOSCON, OSCON
Europe, OSDC)

Typical Perl-booth



Negative attitude towards Perl

Beginning of this century, because of perceived stagnation in development, and flamewars, and obfuscated Perl, and the rise of other programming languages, and other reasons, the attitude towards Perl became negative.

Stuff I heard and read

I don't like to repeat the things I heard,
the things that people wrote.

“Perl is dead” and “Perl is linenoise”
are the sweeter things amongst those.

Less sweet words included corpse, shit, dung,
waste of time, stupid, unable to maintain.

And, at conferences:

“You should not be here”

“I thought Perl was dead”

“Perl? Here?”

(plus a recurring screaming lunatic)

....Sad Wendy...



“Perl sucks at marketing”

Well, maybe it did,
but a lot less now.

We now have stickers, buttons, tuits,
camels, butterflies, brochures, pens,
business cards, books, t-shirts,
wine, and sometimes other stuff.



How many programming languages
do you know that have:
 their own wine
two sets of stuffed animals
 so many stickers
 so many buttons
so many t-shirts...

Keep calm and Perl on



We need more:

- New books & new versions of great (“old”) books.
- Educational materials for trainers, training institutes, secondary schools, highschools, universities.
- Articles written about Perl in magazines and newspapers.
- Journalists at Perl-events.

FOSDEM 31 Jan & 1 Feb 2015
11,000+ attendees, 550+ speakers
25 rooms, 55 booths



FOSDEM 2015

Larry Wall announces Perl 6.0 Largest room, standing ovation



FOSDEM 30 & 31 January 2016

12,000 attendees, 560+ speakers
28 concurrent tracks, 55 booths



I love our Perl-booth at FOSDEM

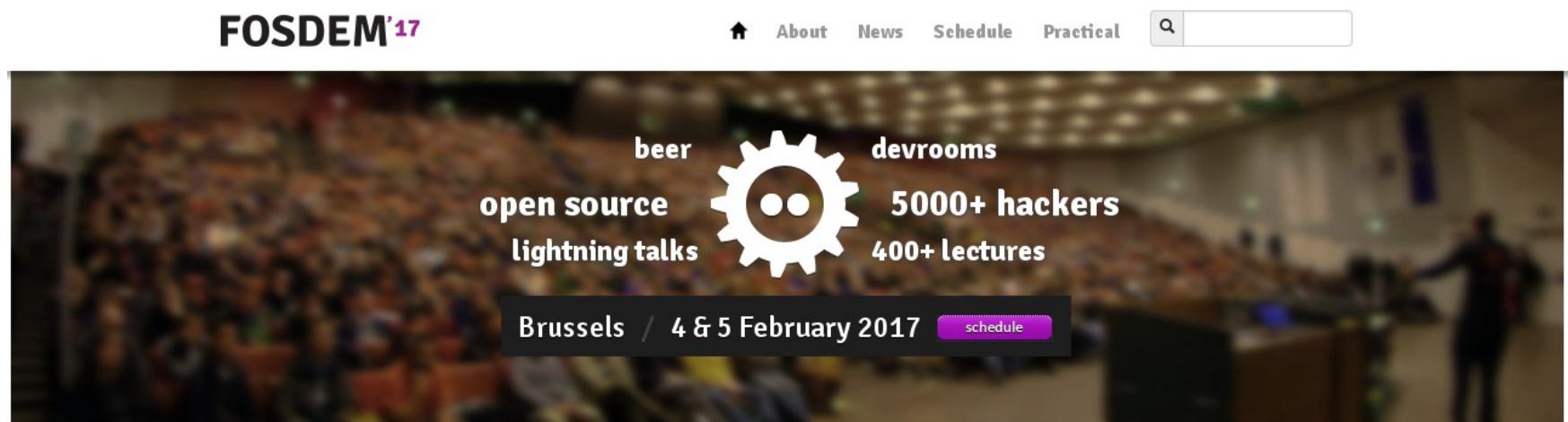


Typical Perl-devroom (2015: 85 people, 2016 100 people)



FOSDEM 4 & 5 February 2017

We hope to be present with Perl Booth and Devroom



FOSDEM is a free event for software developers to meet, share ideas and collaborate.

Every year, thousands of developers of free and open source software from all over the world gather at the event in Brussels.

No registration necessary.

NEWS

2016-07-20

[Call for participation](#)

We now invite proposals for main track presentations, developer rooms, stands and lightning talks.

[read more ...](#)

2016-07-19

[Next FOSDEM: 4 & 5 February 2017](#)

FOSDEM 2017 will take place at ULB Campus Solbosch on Saturday 4 and Sunday 5 February 2017.

[read more ...](#)

OSCON 16-19 May 2016, Austin TX

Tutorials 2 days in 11-13 rooms

Sessions 2 days in 14-15 rooms

5000 attendees, 100 booths, 300 speakers

The image shows the top navigation bar of the OSCON website. It features the O'REILLY logo at the top left, followed by 'AUSTIN, TX • LONDON, UK' at the top right. Below this is the large 'OSCON' logo. To the right of the logo, there's a section titled 'EVERYTHING OPEN SOURCE' with dates: 'MAY 16–17, 2016: TRAINING & TUTORIALS' and 'MAY 18–19, 2016: CONFERENCE'. Below these are the words 'AUSTIN, TX'. At the bottom of the bar are links for 'SCHEDULE', 'SPEAKERS', 'EVENTS', 'EXPO', 'VENUE/HOTELS', 'ABOUT', and 'ACCOUNT'.

Schedule

[List View](#) [Grid View](#) [Personal schedule >](#)

iCal: [Download](#) [Subscribe](#)

[Mon & Tues
2-day Training](#) [Monday
Tutorials](#) [Tuesday
Tutorials](#) [Wednesday
Keynotes & Sessions](#) [Thursday
Keynotes & Sessions](#)

List by type
[2-day Training >](#) [Tutorials >](#) [Keynotes >](#) [Sessions >](#) [Events >](#)

[+ Filter by topics](#)

Included in Platinum, Gold, Silver, & Bronze passes

Ballroom A	Ballroom B	Ballroom C	Ballroom E	Ballroom F	Ballroom G	Meeting Room 9 A/B	Meeting Room 9C	Meeting Room 10	Meeting Room 12	Meeting Room 14	Meeting Room 16A	Meeting Room 16B	Meeting Room 17B	Meeting Rooms 4, 5 and 6
7:30am Morning Coffee Service Room: Ballroom D Foyer														
Ballroom D														
8:50am Thursday opening welcome Scott Hanselman (Microsoft), Rachel Roumeliotis (O'Reilly Media), Kelsey Hightower (Google)														
8:55am Open, closed, and demon haunted: An Internet of Things that act like inkjet printers Cory Doctorow (EFF)														
9:05am Hiring awesome engineers: Looking beyond the Valley and the USA Erica Bresia (Bitnami)														
9:20am Sustainability in open source Danese Cooper (PayPal)														
9:30am Closing the loop: Open source community projects are changing healthcare Dana Lewis (WZOGroup)														
9:45am Crossing the river by feeling the stones Simon Wardley (Leading Edge Forum (CSC))														
10:00am O'Reilly Open Source Awards Room: Ballroom D														
10:10am Closing remarks														
10:20am Morning Break sponsored by Cisco Room: Exhibit Hall														
11:05am Security on a shoestring Kelsey Gilmore-Innis (Sexual Health Innovations)	11:05am The things I learned from being a mentor Alex Juarez (Rackspace)	11:05am Into the deep sea of React Native McBean (WNYC Radio)	11:05am How to teach Git Georgia Reh (Intel)	11:05am Detecting outliers and anomalies in real-time at Datadog Homin Lee (Datadog)	11:05am Infrastructure as code might be literally impossible Joe Damato (packagecloud.io)	11:05am Before you sign: Employment agreements and free software Karen Sandler (Software Freedom Law Center)	11:05am From first look to first pull: Contributing to your favorite OSS projects Quinn Murphy (Netsuite)	11:05am Build your child their very own Node.js Frozen bot Gabriele Crevecoeur (Microsoft)	11:05am Confessions of a cross-platform developer Andreia Gaita (GitHub)	11:05am Static and dynamic data with Postgres, Kafka, and Bottled Water Chad Bailey (Heroku)	11:05am Creating the open source future of Huawei: The Project Sputnik story Barton George (Dell)	11:05am The highly available, persistent applications in containers Clint Kitson (EMC (code))	11:05am OSCON Contribution Award Paul Fenwick (Perl Training Australia), Nadia Eghbal (via Ford Foundation)	11:00am - 2:00pm
11:55am Securing the Open Web	11:55am Monolith to microservices	11:55am Dediving PHP 7 behind the scenes	11:55am From NoSQL's biggest lie: SQL	11:55am Lessons from writing	11:55am Open source as an ecosystem after Git	11:55am What comes after Git	11:55am Using the ESP8266 to Concurrency +	11:55am How open source now						

In the past 10 years, many of us worked on aspects that improved the image of Perl.

- Stopped the flamewars
- Stopped the obfuscated code contests
- Modern Perl
- Lots of conferences, workshops, hackathons
- Books, brochures, articles
- Friendly face, friendly writing
- Welcome newbies

Perl is on the up again.
More jobs.
More newbies.
New projects.

Help Perl. Help yourselves!

Write Blog Present
Hack Vlog Expo Donate
Support Chat Patch

When you write an article/blog,
or make a website about Perl,
at least once write

Perl Programming Language

instead of just

Perl

(because of search engines
and Tiobe)

Mithaldu

Excellent blog:

Do your piece to fix TIOBE
or stop talking about it

<http://blogs.perl.org/users/mithaldu/2013/08/do-your-piece-to-fix-tiobe-or-stop-talking-about-it.html>

Perl-booth at OSCON 2016 Austin



So, what happened?

A lot!

- People stopped the nasty comments to us.
- Really, I haven't heard “nasty” in two years.
- Only read it on some websites.
- And in writings by some negative Perl people.

This year at FOSDEM and OSCON,
people even said nice things!

“I am happy you are here”

“I always loved Perl”

“I am using Perl again”

“Compliments for Perl”

Thank you

