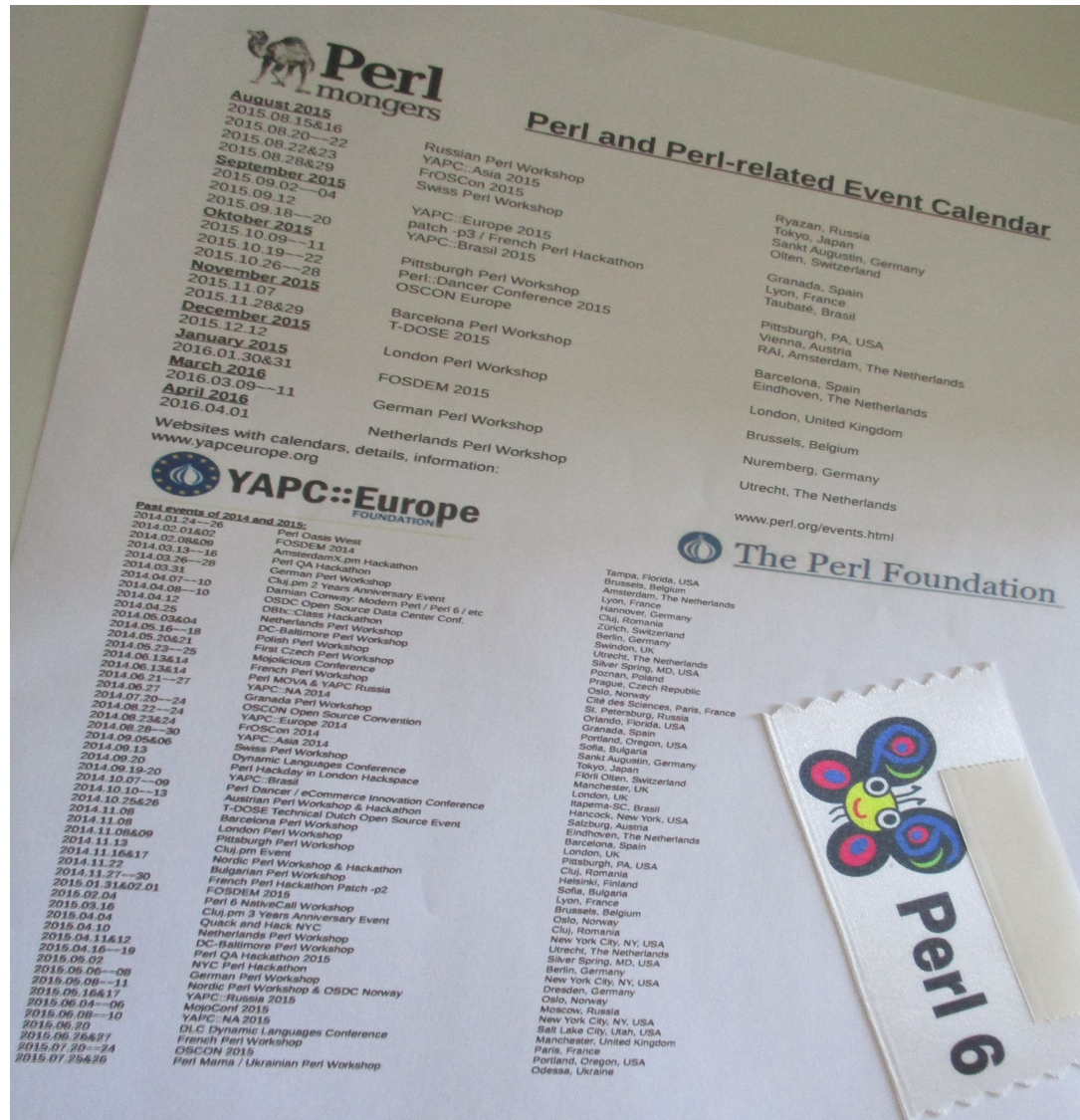


# Changing image of Perl



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 linoise” 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'17

↑ About News Schedule Practical



**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

O'REILLY®
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MAY 16-17, 2016: TRAINING & TUTORIALS

MAY 18-19, 2016: CONFERENCE

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Tutorials

**Tuesday**  
Tutorials

**Wednesday**  
Keynotes & Sessions

**Thursday**  
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| 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 A/B   | 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 Brescia (Bitnam)                               |  |  |  |  |   |   |   |   |  |  |  |  |   |  |  |
| 9:20am Sustainability in open source Danese Cooper (PayPal)   |  |  |  |  |   |   |   |   |  |  |  |  |   |  |  |
| 9:30am Closing the loop: Open source community projects are changing healthcare Dana Lewis (W2OGroup)                       |  |  |  |  |   |   |   |   |  |  |  |  |   |  |  |
| 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 you: Lessons from being a mentor Alex Juarez (Rackspace) | 11:05am Into the deep sea of React Native Rushaine 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) | 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 Gabrielle Grevecoeur (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 challenges and surprises of transitioning to an | 11:05am The Project Sputnik story: Crowdsourcing a developer laptop Barton George (Dell) | 11:05am Highly available persistent applications in containers: Clint Kitson (EMC (code)) | 11:00am - 2:00pm OSCON Contribute (Kubernetes and Python) Paul Fenwick (Peri Training Australia), Nadia Eghbal (via Ford Foundation) |  |
| 11:55am Securing the Open Web   | 11:55am Monolith to microservices  | 11:55am Decoding PHP 7   | 11:55am From behind the                      | 11:55am NoSQL's best lie: SQL  | 11:55am Lessons from writing  | 11:55am Open source as an   | 11:55am What comes after Git  | 11:55am Using the ESP8266 to  | 11:55am 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

