Getting the word out in Colour
Dyalog User Meeting
Glasgow 2016

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Three presentations in one

What's going on in our community

A bit of marketing

And some colour (color)
Growing the APL community

Talking about if for years
Not enough time to do it
Lack of skills
And it is difficult
(New) Technologies

These days what is expected;

- Web
- Social media
- Newsletters
- Bulletins/blogs
- Videos
- On-line content
Today its not enough just to have a web site

A web site needs to be cherished and loved

Keep them alive and up to date
Must look good
Strongly branded
Fashionably designed
Branding

Embedded meaning
Hidden meaning
Historical context
A bit of art

and someone who knows what they are doing
So what has all this got to do with APL?

My personal perspective

Apologies to those I haven't time to mention today

Ray polivka, Kai Jaeger, Steven Taylor, John Jacob, Phil Last, Adrian Smith to name but a very few
So what has all this got to do with APL?

Historically we (Optima) didn’t have the design skills or the time (but for those that did we salute you)

However, now we do .....
Poster

Bit of fun
Follows the brand
Draws you in
140 pieces of information (if you can read them)

Need help for V2
Let’s see what's actually happening
BAA

Trust
 Dependable
 Strength

Vector
 Marketed
 Recorded meetings
 Sponsorship
 AGM (location, agenda, more formal, professional)
 Attendance >40
SwedAPL

RED
Bold
Exciting
Tasty!

Web site
Branded
Newsletters
Marketing
2 events per year
Attendance now 40+
Dyalog

ORANGE
Friendly
Cheerful
Confident

Web site
Branded
Newsletters
Blogs
Live streaming
Videos
Tools
Meeting attendance 120
Welcome to Optima Systems
WE’VE BEEN PROVIDING IT SUPPORT, SOFTWARE SOLUTIONS AND WEB & GRAPHIC DESIGN TO BUSINESSES ALL OVER THE SOUTH EAST FOR OVER 25 YEARS.

Optima Systems was founded in 1998 in Cranleigh, West Sussex. From the outset we established a high quality professional service to industry and expanded our customer base by personal recommendation. Each year we expand our skills base and aim to offer our customers the latest and most relevant technology that can enhance their businesses.

Services we provide
Together our staff have over 100 years experience in providing amazing service and expertise in the following areas:

- Web site
- Branded
- Newsletters
- Marketing
- Sponsorship
- Videos
BAA London

- No web site yet
- Social media
- Live streaming
- Recorded
- Regular 10 meetings per year
- Other similar groups around the world
- Attendance 5-10
APL Room

A chat room
45 current members
Please join if you would like
So what has all this got to do with APL?
APL Programming Language Celebrates 50 years

publication date: Oct 4, 2016
author/source: Dyalog

50th anniversary for one of the worlds most agile programming languages will be celebrated during Dyalogs annual global user meeting this October 9th-13th in Glasgow

Dyalog Ltd - the worlds leading provider of the APL language - will host a celebration of the 50th anniversary of APL (A Programming Language) during Dyalog '16, its annual global user conference in Glasgow. Some of the most innovative and exciting new applications developed using Dyalog APL will be showcased live at the event, including the award-winning Stormwind 3D simulator from Finland. Together with a GDOC F6 degree of freedom motion platform from Simdon in Dublin, Ireland, it forms the basis of a competition in which delegates experience driving a speedboat during adverse weather conditions in the Finnish archipelago. Also, the Big Data research solution, Galileo Cosmo, will demonstrate how researchers, such as Cancelling in the US, explore terabytes of data to highlight areas of interest that help clinicians choose the optimum treatment for each new cancer patient.

Managing Director of Dyalog, Gitte Christensen, says, "For three-and-a-half decades we have worked hard to integrate our language engine with current platforms, while continuously extending the language to take advantage of new ideas, both from the
Thank You

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Get on the mailing lists
Join the groups / start a group
Take part
Or just have a quick tweet
Get the word out!