BIC Training Courses 2020
Training for an empowered, informed book industry supply chain
Bespoke & In-House Training

BIC is committed to providing high quality, accessible training for the book industry. We are able to provide both bespoke courses and in-house training to suit your requirements. All of the courses in this brochure are suitable for in-house training so please do contact us to request further information or to make a booking (using the details below).

BIC Training Mailing List

In line with the BIC Privacy Policy (www.bic.org.uk/197/BIC-Privacy-Policy), join this mailing list to receive BIC’s email campaigns concerning all BIC training courses only. You can register here: http://eepurl.com/KG4GL

BIC Production Courses

All of our production courses are designed in conjunction with Production Directors from leading publishing houses; each course contains a formal assessment recognised by many of the UK’s publishing houses.

Frequency of Our Courses

If you are interested in attending a BIC training course in advance of the dates listed in this brochure, please do get in touch. Providing a full list of delegates is identified, BIC will aim to run the additional session of your chosen course ASAP.

Prices of Our Courses

Please note that the prices listed in this brochure are exclusive of VAT and are subject to an Eventbrite booking fee which will be proportionate to the cost of the ticket. For further information, visit the Eventbrite page of your chosen course(s) which can be located via our website (details below).

Three Tiers of Pricing

Please note that BIC has three tiers of pricing for each of its courses, as follows:

- **BIC Members**
- **Friends of BIC**
- **Non-Members**

If you are unsure whether your organisation is a BIC Member, please visit the dedicated page on our website to check: www.bic.org.uk/19/Members

If you work for a Non-Member organisation that is a member of any of the organisations listed (right), you will be eligible to book a Friends of BIC ticket for our training courses.

If you’d like to become a BIC Member organisation, please contact us (using the details provided below).

Find Out More

w[www.bic.org.uk/164/BIC-Training-Courses](http://www.bic.org.uk/164/BIC-Training-Courses)

For more information about BIC courses and/or the information provided above, please contact BIC at:

info@bic.org.uk / +44 (0)20 7255 0516/3

www.bic.org.uk

7 Ridgmount Street, London WC1E 7AE
BIC Training Courses

Created by the book industry, for the book industry

Here at BIC we pride ourselves on working collaboratively with key stakeholders in the UK book industry to produce quality training courses that are created and delivered by expert, highly-respected trainers on a wide range of supply chain topics. Being a not-for-profit organisation, BIC is able to offer all of its training at highly competitive rates. If there is a topic that you would like us to provide training on, that we do not provide at present, get in touch; we also welcome enquiries about the provision of bespoke and in-house courses.

BIC is an independent members’ organisation working at the heart of the UK book industry to promote supply chain efficiency and enable innovation through e-commerce, best practice, training, events, and the application of standard processes and procedures.

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How to Make a Booking

To book yourself or a colleague onto a BIC training course, visit our website: www.bic.org.uk. If your organisation would prefer to pay via an invoice (which attracts a £20 admin fee), please contact BIC for further information.

You can also liaise with BIC (via email or telephone) if you would like guidance on how to book your course or to check if places are still available:

   info@bic.org.uk     0207 255 0516/3
Purpose of the Course

Many twenty-first century book readers are searching for, discovering and purchasing books via the internet instead of browsing the shelves of a library or bookstore. Whether digital or in print, a reader’s success in finding the right book for their needs dictates how well the book sells. And this success depends on metadata.

Increasingly, the power of metadata is replacing traditional selling techniques. In effect, the publisher needs to treat ‘information about books’ or ‘product metadata’ as its online sales force. Understanding how metadata is created and managed, how it is distributed through the book trade, and how it is used by retailers, libraries and readers is critical knowledge for today’s publishers.

This course begins with a simple overview of what metadata means in the book world, linking what the publisher does with simple information like title, author, ISBN and price with what the outside world – the retailer or reader – sees. It describes how publishers can take responsibility for and manage that data. And it takes a look at the ‘data supply chain’ – how the key data gets from publisher to bookstore and library catalogue. It discusses how metadata can be given a commercial value, and how more comprehensive and more timely data can fuel extra sales.

The course covers the range of different metadata fields that can be supplied, the needs and expectations that retailers and libraries have, methods of data delivery and how publishers may be assessed on how well they meet those needs.

Benefits of Attending

By attending this course, delegates will:

- Understand what book metadata is
- Learn which are the most important metadata elements
- See how the metadata elements can be communicated
- Gain an overview of the metadata supply chain
- Understand why metadata is commercially valuable
- Gain insight into how your organisation can improve its metadata

Course Level

This is a beginners’ course. Anyone involved in creating and updating information about books – including new recruits into the book publishing sector, publisher’s editorial, marketing, publicity, sales and production staff, micro-publishers and self-publishers – will benefit from attending this course.

Course Outline

Although the content of this course can be tailored to a certain degree to its attendees, the topics covered will include:

- What is metadata for the book industry and what is it for?
- The metadata supply chain
- The commercial value of metadata
- Elements of BIC Basic including how the elements support discoverability and reduce supply chain friction, and common errors
- Improving your metadata
- Beyond the basics

98% of our trainees rated our catering and venues as good or excellent.**

** Data taken from our feedback forms for courses held in 2018.
ONIX: Essentials

Purpose of the Course

This intensive training course introduces the ONIX standard and the essentials of producing, managing, and disseminating book metadata. It mixes the background and theory of metadata with real-world practice and guidance in an approachable but authoritative way.

Benefits of Attending

Delegates will be provided with all the vital information to understand the basics of ONIX and how it is used in the book industry.

Course Level

This course is suitable for beginners with no knowledge of ONIX, although it will also be of value to those familiar with ONIX. It is aimed at staff with management responsibility for metadata, either in editorial, IT, marketing, or production within a publisher, or in similar roles within distribution and retailing. It is not highly technical, but software developers seeking to understand ONIX would benefit from this course.

The course was very well structured and thorough. The trainer explained everything in detail and with clear examples. Plenty of opportunities for discussion and questions.

Nia Beynon, Faber & Faber

Course Outline

Prior to the course, we will contact delegates to enquire if they have specific areas of concern / interest. So although each course can be tailored to a certain degree, the overall content is as follows:

Introduction:
- Explanation of what ONIX is, with typical use cases
- Brief history of ONIX and its governance
- Brief overview of the other ONIX standards, e.g. for ONIX serials, ONIX for transactional messages, etc.

More Detail:
- Overview discussion of the different versions of ONIX, i.e. 2.1 vs 3.0
- More detail on ONIX for Books 2.1
- More detail on ONIX for Books 3.0
- Business benefits of: using ONIX; the BIC Product Data Excellence Award (PDEA) Accreditation Scheme
- Introduction to XML syntax
- Semantics and code lists
- ONIX for Books data feeds and best practice

Key Data Elements:
- Record reference
- Product identifier
- Contributor
- Titles
- Sets, series, collections
- Subject codes (BIC, BISAC, Thema, CBMC, etc.)
- Keywords
- Descriptive text and reviews
- Imprint and publisher
- Territorial rights
- Related works and products
- Supply details and pricing

Best Practice Guidelines

Trainers
Graham Bell / Chris Saynor, EDItEUR. See pages 10-11 of this brochure for further information.

Course Dates
Wednesday 6th May 2020.
Wednesday 4th November 2020.

Frequency of this Course
This course will run twice in 2020.

Course Location

Course Length
This is a full day course.

Prices*
- BIC & EDItEUR Members £345 + VAT
- Friends of BIC £405 + VAT
- Non-Members £460 + VAT

Bespoke & In-House Training Available
See the inside front cover of this brochure for further information.

*Eventbrite fee and travel and accommodation costs are not included in the ticket price.

NB: Any individual that registers to attend both the BIC ONIX Essentials and ONIX Advanced Topics training courses on consecutive days will be eligible to receive a £100 discount on the combined cost of their tickets. Contact BIC for further information.
Purpose of the Course

Recent research shows that good metadata leads to increased sales**. With that in mind, this advanced course mixes the theoretical discussion of metadata with practical examples and guidance, and links metadata very clearly with supply chain effectiveness and commercial success.


Benefits of Attending

Experienced ONIX users will learn how to optimise their metadata and deal with the more complex aspects of ONIX by attending this course.

Course Level

This course is aimed at experienced ONIX users with a good background in ONIX 2.1 and/or 3.0. Delegates should previously have attended the BIC ONIX: Essentials training course (see page 3) or have extensive experience with ONIX, gained over several years. Attendees do not require a technical background — the course is suitable for both publishing staff and software developers seeking domain knowledge.

Course Outline

The content of this course is modular and will be tailored to the particular interests of delegates; consequently, each course will be different. However, the overall content will be as follows:

Identifiers and Core Semantics:
- WMI stack in indecs, WEMI in FRBR, comparison with other stacks
- Class inheritance, where in the stack does each data element live?
- Class diagrams and database schemas
- SKUs and proprietary GTINs
- ISNI and other name identifiers
- Work IDs

ONIX for eBooks:
- The basic differences
- Can I do...?
- Accessibility
- Rentals

ONIX 2.1 to ONIX 3.0 Migration:
- Why does ONIX 3.0 exist (rather than 2.2)?
- What current data is okay, what are you likely to be missing?
- Key parts of a migration (what parts of the message change?)
- Block updates

Recent Additions in ONIX 3.0.1, 3.0.2, 3.0.3, 3.0.4, 3.0.5, 3.0.6

Question and Answer Session:
(Bring your own ONIX file...)

Practical Demos (spread throughout the day):
- How to validate ONIX messages
- Why character sets and encodings are important
- Tag name conversion

Learning about the detailed differences between ONIX 2.1 and 3.0 has provided me with greater understanding and knowledge to assist in my job.

Angela Kendall, Nielsen Book

Onix: Advanced Topics

To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk
**Thema: Essentials**

*With Guidance on Migrating from BIC Subject Categories*

**Purpose of the Course**
This course provides an introduction to Thema – the international subject classification scheme for the global book trade – explaining the need for such a scheme; its origins, development and uptake; its benefits across the trade; and the principles of implementing Thema in systems and product records.

After examining the key differences (and similarities) between Thema and the legacy schemes it is designed to replace, the course will provide delegates with the opportunity to experiment and have hands-on experience with applying correct Thema codes.

**Benefits of Attending**
As part of BIC’s suite of metadata training courses, this course will provide an introduction to the Thema subject classification scheme in the context of wider metadata best practice. Delegates will discover the benefits and rapid growth of Thema in both a global and UK context, and explore the key features of implementing Thema in systems and managing the migration from BIC (the current UK standard) to Thema, looking at the available tools and supporting documentation.

Delegates will gain an understanding of the structure and application of Thema codes, concluding with the opportunity for practical, hands-on experience of allocating Thema codes, with a view to demonstrating how accurate subject classification is essential for effective search and discovery in-store and online.

Attendance will enable delegates to act as Thema advocates within their own organisations.

**Course Level**
This course is aimed at anyone with an interest in book product data quality in general, and book subject classification in particular. Whatever your background, whether from an editorial, marketing or systems perspective, this course is relevant to individuals from all professional disciplines within the trade. Some familiarity with bibliographic subject classification (e.g. use of schemes such as BIC, BISAC or Thema) is assumed, but not considered essential.

**Course Outline**
Prior to the course, delegates will be contacted to enquire whether they have any specific areas of concern / interest. Although the course can be tailored to its attendees to a certain degree, the overall content is as follows:

- An Introduction to Thema including its origins, benefits, development and adoption
- Thema Implementation
- Context, i.e. how Thema codes are used globally
- Hands-on, practical sessions in assigning Thema codes

“I needed a proper understanding of what Thema was, how it works, who uses it and how we could implement it. This course tackled all these points in a methodical, sensible and informative way.

Anon.”

**Contact**
If you would like guidance in how to book your course or to arrange payment via invoice, please contact info@bic.org.uk

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**Trainer**
Howard Willows, Nielsen. See pages 10-11 of this brochure for further information.

**Course Dates**
Wednesday 29th April 2020.
Wednesday 21st October 2020.

**Frequency of this Course**
This course will run twice in 2020.

**Course Location**

**Course Length**
This is a half-day course (afternoon).

**Prices**

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*Bespoke & In-House Training Available* See the inside front cover of this brochure for further information.

*Eventbrite fee and travel and accommodation costs are not included in the ticket price.*
A Technical Introduction to ONIX & XML

Purpose of the Course
ONIX for Books, the global book trade’s product information standard, is an application of XML, the global standard for representing documents and data in digital form. Delegates of this course will gain a basic technical understanding of the various aspects of XML that are fundamental to an understanding of ONIX.

Benefits of Attending
Delegates will be introduced to the ONIX XML schemas and associated technical documentation, and will be guided as to how to extend their knowledge of both XML and ONIX.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 10.

Course Level
This course is aimed at those responsible for developing, implementing or operating systems: for producing or consuming ONIX for Books product data; or for data quality control. It is suited to staff with a general knowledge of data processing who need to handle ONIX data directly in their work. Some prior knowledge of XML would be an advantage but is not essential.

Course Outline
Although the content of this course can be tailored to a certain degree to its attendees, the topics covered will include:

- XML basics
- XML DTDs and schemas
- XML tools for creating, manipulating and validating ONIX data
- The organisation of an ONIX for Books message
- ONIX for Books DTDs and schemas
- Creating ONIX records and messages from existing data sources
- Linking to media resources
- Communicating record updates
- ONIX and eBooks

The course was clearly presented, logical and pitched at exactly the right level. Great for building confidence and consolidating work experience.

Anon.

I really enjoyed this course. It contained lots of good and relevant information.

Benedict Salvesen, Bloomsbury Publishing

To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk

Prices*

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*Bespoke & In-House Training Available

See the inside front cover of this brochure for further information.

Prices* Eventbrite fee and travel and accommodation costs are not included in the ticket price.
Purpose of the Course

The use of XML for transactional communication in the book supply chain is on the increase. This course will chart the development of XML alternatives to traditional EDI and look in detail at how standards such as UBL, EDItX and BIC Realtime are changing the way that the book supply chain communicates.

Benefits of Attending

Delegates will be introduced to the XML message formats that underpin BIC Realtime, as well as other alternatives to traditional EDI.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 10.

Course Level

A basic knowledge of XML principles and some technical experience of working with XML is recommended. It is also assumed that delegates will have some level of technical understanding of traditional EDI to provide a basis for comparison with XML and BIC Realtime.

Course Outline

Although the content of this course can be tailored to a certain degree to its attendees, the topics covered will include:

- XML principles: a quick refresher
- EDI and XML in perspective: a historical view; goals compared; pros and cons of using XML for transactional communication
- XML formats for transactional communication in the book supply chain: a survey of the alternatives, with particular attention to UBL and EDItX
- A brief introduction to web service architectures: SOAP and REST
- BIC Realtime APIs / web services and associated XML message formats

99% of our trainees rated the time allocated for discussion and questions as good or excellent.**

**Data taken from our feedback forms for courses held in 2018.
EDI for Libraries

Purpose of the Course
Libraries rely on Electronic Data Interchange (EDI) to enable efficient electronic communication, such as exchanging quotes, orders and invoices with stock suppliers. Although this is a mature technology, it is important for libraries of all kinds to be able to understand and manage their EDI systems efficiently. This training course is designed to help librarians to manage EDI, to use industry standards, to solve EDI issues and to gain the benefits of their EDI investment.

Benefits of Attending
This course will:
• Provide delegates with the knowledge and confidence to understand and manage their library’s EDI systems and the various methods of exchanging business messages, such as quotes orders and invoices, with their suppliers.
• Include an overview of EDI, the EDI messages and standards and how to use them, and how to solve issues and obtain help.
• Be an opportunity for librarians to dive behind the scenes and understand how their library systems and their supplier’s systems communicate. They will develop the confidence to problem-solve with systems suppliers and stock suppliers when EDI issues arise.
• Cover EDI as used by both public and academic libraries.

Course Level
This course is aimed at those who are completely new to EDI or who have had some involvement but have never felt completely at ease with EDI systems and standards. Attendees do not need technical know-how but should understand the basics of key library processes, especially acquisitions. Library staff, who deal with 3rd parties providing day-to-day EDI services, would also benefit from attending this course.

Course Outline
This workshop-style course consists of information slides with informal discussion combined with exercises exploring practical areas such as the make-up of EDI messages, mapping to the EDI standards, and how to cope with specific requirements. The topics covered will include:
• What is EDI for Libraries?
• How does it work?
• Standards and technologies: Tradacoms, EDIFACT and APIs
• Setting up EDI with the Library Management System and Library Stock Suppliers
• Importance of EDI standards for Libraries
• Exploring the benefits of EDI
• How to solve Library EDI issues
• How to obtain help and guidance

Trainers

Course Date
This course will be scheduled for 2020 ASAP; please check the BIC website or email info@bic.org.uk for the latest updates. Register your interest in attending this course at http://eepurl.com/dKJktU

Frequency of this Course
This course will run twice in 2020.

Course Location
Various locations. If you would like to discuss the possibility of this course taking place in your city / region, please contact info@bic.org.uk

Course Length
This is a half-day course (afternoon).

Prices*
BIC Members £14.99 + VAT
Friends of BIC £19.99 + VAT
Non-Members £24.99 + VAT

Bespoke & In-House Training Available
See the inside front cover of this brochure for further information.

*Eventbrite fee and travel and accommodation costs are not included in the ticket price.

Are you looking to help your patrons produce eBooks or add to your organisation’s existing eBook content in its collections? See page 15 for more information.

To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk
How BIC Works for You

Maintain, review and reward

Identification of supply chain challenges in the industry

Projects and initiatives to address

Creation and dissemination of standards and/or best practice

Training to educate and raise awareness across the industry

TRAING

Consultation with BIC members

Work with MA publishing courses

Seminars

FRANDED

BIC Review

Accreditation

Surveys

BIC Clinics

REVIEW

Want to contribute?
Sign up for BIC membership today and join other BIC members who are working to improve the book industry’s supply chain.
Graham Bell
Executive Director, EDItEUR

Graham is Executive Director of EDItEUR, and is responsible for the overall development of EDItEUR’s standards and the management services it provides on behalf of other standards organisations (ISNI International Agency and the International DOI Foundation). He joined EDItEUR as its Chief Data Architect in 2010, focusing on the continuing development and application of ONIX for Books, Thema, EDItX and on other EDItEUR standards for the global books and serials sectors.

Graham is an experienced trainer and speaker. He previously worked for HarperCollins Publishers in the UK, where most recently he was Head of Publishing Systems. See pages 2-4 of this brochure for information about the BIC courses that Graham provides training for.

Francis Cave
Consultant

Francis is a freelance publishing technology consultant and one of the UK’s leading experts on the application of XML in publishing. He has almost thirty years’ experience advising publishers on how to make best use of the latest technologies in editorial and production, and for the past twelve years has been supporting BIC in the development of a range of trade and library supply chain communication standards, including BIC’s web service standards. He has been providing technical support to EDItEUR in the development of the ONIX for Books product information standard since 1999, and in the development of the EDItX family of XML transaction message formats since 2002. See pages 6-7 of this brochure for information about the BIC courses that Francis provides training for.

Martin Collyer
General Manager at CPI Antony Rowe, CPI Books UK

Martin has more than 30 years’ experience in the UK book and journal industry. He specialises in colour reprographics and digital operations, workflows and inventory management solutions. Martin is currently the divisional General Manager of CPI Antony Rowe, and oversees the operations of both the Wiltshire and Eastbourne plants. See page 13 of this brochure for information about the BIC Digital Printing for Books training course.

Simon Edwards
Freelance Book Industry Consultant

Simon has worked in the book industry for 30 years as a bookseller, library supplier and publisher. After spells with BFS, WHSmith and Whitaker, he became a freelance consultant, undertaking a wide range of research, training, marketing and systems design projects. For BIC, over the past ten years, Simon managed the e4books and e4libraries projects, authoring many of BIC’s guides and reports on supply chain matters and chairing Working Groups and BIC’s Technical Implementation Clinic. See page 8 of this brochure for information about the BIC EDI for Libraries training course.

Stephen Holman
Head of Technical Support, Holmen Paper AB

Stephen has over 30 years’ experience within the print industry, working as both a printer and Production Manager in the Magazine sector. Stephen has worked for Holmen Paper since 2012 and has held various positions including UK Technical Manager and Mill Technical Manager. In his current role, Stephen provides worldwide technical support for all of the paper grades Holmen produces across numerous printing methods including lithography, digital, gravure and flexography. See page 20 of this brochure for information about the BIC Understanding Paper training course.

Ken Jones
Founder, Circular Software

Ken is a publishing software expert with over ten years’ experience as Technical Production Manager, software trainer and developer at Pearson and Penguin Group UK. Ken now specialises in writing applications for publishers and offering training and consultancy on print and digital publishing software and workflows. See pages 14-15 of this brochure for information about the BIC eBook Creation training courses.

Sue Kelly
Operations Director, Publiship

Sue has been shipping books for 30 years. Originally managing imports and UK distribution, she became involved in the development of “Publiship” in 1995 and became a director of the company in 2005. In this role Sue looks after the needs of Publishers and Printers, guiding them through the different requirements of their shipping processes. Sue is a member of the BIC Physical Supply Chain Committee, worked on the BIC Weights and Dimensions project, and is Vice Chair for the Liverpool region of the British International Freight Association. See page 19 of this brochure for information about the BIC Shipping Explained training course.

To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk
Daniel Simpson
Client Services Director, Zebra

One of the founding partners of the leading and award-winning, pre-press company Zebra. With over 25 years’ experience, Daniel has overseen the transition in production workflow from analogue to today’s digital offering; encompassing all aspects of colour management, retouching, proofing and page production. Daniel is currently responsible for the delivery of a multitude of projects for clients ranging across publishing, agency and blue chip companies. See page 18 of this brochure for information about the BIC Pre-Press for Publishing training course.

Derek Kenney
Sales Director, Bell & Bain Ltd

Derek has worked in the printing industry virtually all his working life. He has held various senior sales, technical and executive positions at organisations including Print Scotland, and 18 years with solutions provider, Heidelberg. Derek is now Sales Director at the UK’s leading book and journal printer, Bell & Bain and aims to make them “the best of the best”. He is passionate about print, and books in particular. See page 12 of this brochure for information about the BIC Colour Book Production Explained course.

Greg Manterfield-Ivory
Customer Service Manager, Clays Ltd

Greg has held various roles at Clays, working with a variety of publishers, self-publishers, academic presses and large trade houses. Greg now manages the Customer Service team, based on-site in Bungay, Suffolk, which is responsible for the day-to-day production of mono books and ensuring customers are satisfied with the quality and service they receive from one of the largest book printers in the UK. See page 17 of this brochure for information about the BIC Mono Book Production Explained training course.

Heather Sherman
Head of Library Programme Management, Dawson Books

Heather is an experienced library professional with expertise in library systems, technology, physical and digital supply chains, metadata lifecycle, e-commerce, eBooks, acquisitions and cataloguing. She works with libraries worldwide including the Bodleian, University of South Africa, and Public Libraries throughout Ireland. Heather has substantial commercial experience in library stock supply and related services, and plays a key role in the Library Business Leadership Team for Dawson Books / Bertram Library Services. See page 8 of this brochure for information about the BIC EDI for Libraries training course.

Heather O’Connell
Consultant

Heather has more than 20 years’ experience in book publishing. Specialising in book production, she has held various positions including Production Director for Penguin UK and HarperCollins. Heather now runs a consultancy, using her passion for and knowledge of the industry to support a broad range of print and publishing clients and industry initiatives. See pages 12-13 and 16-20 of this brochure for information about the BIC courses that Heather provides training for.

Howard Willows
Senior Manager, Data Development, Nielsen Book

Howard has been driving the development of Thema – the international subject classification scheme for the global book trade – from its inception in 2011, and was the first Chair of the Thema International Steering Committee. He is now Chair of the UK Thema and ONIX National Groups. Working in the book trade since 1987, Howard has been associated with the development of a number of industry standards, including the BIC Subject Category Scheme, Children’s Book Marketing Categories, UKSLC and ONIX. At Nielsen Book, Howard has key responsibilities for all aspects of product data quality and the development of systems and processes in conformance with approved industry standards. See pages 2-3 of this brochure for information about the BIC Thema: Essentials training course.

Chris Saynor
Standards Editor, EDItEUR

Chris is responsible for EDItEUR’s book publishing standards including ONIX, Thema and EDItX. He joined the organisation in late 2016. For the previous eight years, Chris worked for GiantChair Inc. in Paris as a metadata specialist and project manager, and has been responsible for implementation of the Onixsuite application in many publishing organisations. He is widely known for his work with French Industry liaison body CLIL and with BISG committees. Prior to that, Chris has a 20-year background in bookselling with Waterstones and WHSmith. See pages 2-3 of this brochure for information about the BIC Metadata Primer and ONIX: Essentials training courses.

If you would like guidance in how to book your course or to arrange payment via invoice, please contact info@bic.org.uk
**Purpose of the Course**

Focusing on the print and binding process alongside colour theory and paper, this is a great introduction to colour book production.

The course has a practical emphasis, ensuring that all theoretical elements are accompanied by an on-site demonstration. For this reason, each section of the course contains a problem-solving element, to enable delegates to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur.

**Benefits of Attending**

Delegates will spend time in Bell & Bain Ltd’s press-room and bindery, seeing first-hand how books are produced and learning how to use this knowledge in their day-to-day role. The practical elements of the course will help to bring the theoretical course content to life.

This course will provide delegates with the tools to be proactive in their role, better express their requirements, choose the right supplier for their project, and solve or even prevent problems.

As the factory can be very noisy and to ensure our attendees get the most out of the day, we limit the number of delegates for this course to 6.

**Course Level**

This course is aimed at those who are, or would like to be, responsible for the production of colour books. It is specifically aimed at those new to colour production, those who have learnt ‘on the job’ and those who would like to develop a deeper understanding of the techniques and processes involved in the manufacture of colour books.

**Course Outline**

The topics covered will include:

- The different print processes available and how to pick the right one for your book
- How colour is printed
- How an image gets to the page, including conversion to CMYK, screens and ink density
- How to choose the right proof for your book
- How to assess paper and choose the right one
- What impact paper can have on your book
- How a litho press is made ready and how to press pass a book
- The different types of binding, their characteristics / limitations, and how to choose the right one for your book
- What finishes are available and how they are applied
- How a print price is constructed and how to request a quote
- How to produce co-editions
- Things that can go wrong at each stage, how to recognise them and what you can do to prevent them

**Trainers**

Derek Kenney, Bell & Bain Ltd & Heather O’Connell, Consultant. See pages 10-11 of this brochure for further information.

**Course Date**

Wednesday 23rd September 2020.

**Course Location**

Bell & Bain Ltd, Glasgow.

**Course Length**

This is a full day course.

**Prices**

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<tr>
<td>BIC Members</td>
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<tr>
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*Eventbrite fee and travel and accommodation costs are not included in the ticket price.*

**To book yourself or a colleague onto a BIC training course, please visit our website:**

www.bic.org.uk
Purpose of the Course

Knowing which print method to use can be critical to the profitability and success of a book and publisher. By looking at the different digital print technologies and workflows available, this course provides delegates with an understanding of the pros and cons of each and shows them how using different print methods can help them manage their inventory.

Benefits of Attending

This course will provide delegates with the knowledge and confidence to pick the right printing method for a project and the skills to identify and solve problems that they might encounter. Delegates will spend time in CPI’s pressroom and bindery, seeing first-hand how books are produced on digital presses and how the different workflows work in practice. As the factory can be noisy and to ensure our attendees get the most out of the day, we limit the number of delegates for this course to 6.

Course Level

This course is aimed at those who are responsible for the production of digitally-printed books, whether they are short run or Print on Demand (POD), colour or mono. Those new to digital printing and those who would like an update on the changing technology and production methods available will also benefit from attending this course.

Course Outline

This course has a practical emphasis, ensuring all theoretical elements are accompanied by a practical application. The topics covered include:

- What is POD / short run printing?
- The POD process from consumer order to delivery
- How the different digital print technologies work
- How to select the right digital print method for your book
- How the different workflows can be used to increase the profitability of a project
- How the costs for digital printing are calculated
- How to prepare a file for digital printing
- Which papers are suitable for digital book production
- How the lack of / minimal make-ready affects a publisher’s costing
- The binding process for short run and POD books
- How books are distributed, i.e. to a warehouse or direct to customer
- Other opportunities that the technology makes available, e.g. custom publishing, personalised editions, test runs, etc.

The factory tour, alongside the course handout, provided a clear picture of digital printing.

Anon.

Interesting and informative. I think a lot of people in publishing would find this course useful.

Catriona Allon, Bristol University Press

This training course is kindly hosted by CPI Books
eBook Creation: Investigated & Explained

Purpose of the Course

The pace of change in publishing is ever-increasing, not least in the creation and use of eBooks. Consumers and devices are becoming ever more sophisticated and the demands on publishers to keep up are immense.

This seminar-based course provides a great overview of the creation of eBooks, the routes to market and the changing technology available to publishers and their customers. It’s a complete introduction for those new to eBooks and a great update for those with some experience in eBook production.

Benefits of Attending

This course provides delegates with a deeper understanding of the techniques and processes involved in the creation and sale of eBooks. Delegates will gain the knowledge and tools to be pro-active in their role, better express their requirements and solve or even prevent problems efficiently.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 10.

Course Level

The course is aimed at those who are or would like to be responsible for the production of eBooks. It is aimed at those new to eBook production and those who have learnt ‘on the job’. This course will be useful to: production teams, editors, designers, self-publishers, authors and librarians.

Course Outline

All theoretical elements in this course are accompanied by their practical application. Each section contains a problem-solving element, to enable the attendees to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur. The topics covered will include:

- What XML is and how it’s used
- The different digital workflows and the pros and cons of using them
- The limitations of the devices that are currently on the market and their impact on eBooks
- The difference between apps, eBooks and online products and how to select the right one
- The pros and cons of Digital Rights Management (DRM)
- What metadata is, how to use it effectively and how this impacts discoverability
- How to decide whether eBooks should have a bespoke design or replicate the printed version
- What HTML5 is and when to use it
- The different file formats available and when to use them
- How to specify eBook requirements to a supplier
- How to decide whether fixed format or reflowable is right for your eBook
- What interactivity and enhancements are available and how to choose the right one

“A great introduction to the rapidly evolving world of eBook production with practical guidance on the options available, standards used and some pitfalls to avoid.”

Neil Wilson, The British Library

Trainer

Ken Jones, Circular Software. See pages 10-11 of this brochure for further information.

Course Date

Tuesday 12th May 2020.

Frequency of this Course

This course will run once in 2020.

Course Location


Course Length

This is a full day course.

Prices*

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*Bespoke & In-House Training Available

See the inside front cover of this brochure for further information.

*Eventbrite fee and travel and accommodation costs are not included in the ticket price.
Purpose of the Course

Would you like to know what's going on under the digital hood? Picking up where the BIC eBook Creation: Investigated & Explained training course leaves off (see page 14), this course is a practical, hands-on look at the production of eBooks. It investigates the different platforms, creation methods and workflows, plus their application and the pros and cons of each.

Benefits of Attending

Using a combination of group exercises and technical, hands-on demonstrations, this course will help delegates to understand the terminology and process of producing eBooks for all platforms. The course covers various production methods including working with conversion houses (be they typesetters, repro houses or XML project management organisations that provide EPUB files) so that our delegates’ eBook expectations are met. Delegates will be provided with the tools to brief suppliers well and to understand the overall mechanics of eBooks.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 10.

Course Level

The course is aimed at those who would like a deeper understanding of the techniques and processes involved in the creation and production of eBooks, including the following:

- Those who are currently responsible for the production of eBooks as part of their workflow whether they are production teams, editors and designers or independents
- Self-publishers and/or authors that would like to produce their own eBooks
- Librarians looking to help their patrons produce eBooks or add to the existing eBook content in their collections
- A small amount of knowledge of CSS, InDesign and XML is helpful but not considered essential.

Course Outline

The topics covered will include:

- The various stages involved in eBook production
- The elements of an EPUB file
- How to think ‘digitally’
- What an enhanced eBook is
- How to place audio and video files in an eBook
- How to select the best format for your eBook
- How to create custom content for iPads
- How to add metadata to your eBook
- How to crack open an eBook file to add or correct content
- How to select the best source material for your eBook
- How to add and check accessibility for screen readers and assistive devices

Publishers, self-publishers, authors, librarians and many more will benefit from attending this course.
An Introduction to Production

Purpose of the Course
Aimed at those new to book production, this course provides an interactive introduction to how books are made, looking at the whole process including repro, colour management, the different print and binding methods within the book industry, and the language used. It focuses on the role of production, how individuals can add value to it, and how to avoid some of the potential pitfalls of the production process.

Benefits of Attending
Delegates will hear from an industry expert on a broad range of subjects and learn how to apply this knowledge in their day-to-day role. They will be provided with the tools to be proactive in their role, better express requirements, and solve or even prevent problems efficiently. This course has a practical emphasis, ensuring that all theoretical elements are accompanied by a practical application. Where appropriate, each section will contain a problem-solving element to enable delegates to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 10.

Yasmine Aichaoui, Printondemand-Worldwide

This course has been very useful and well explained, and has added to my industry knowledge.

Course Level
This course is aimed at those who are new to book production, those who have learnt "on the job" and those who would like to work in this field. It will provide a deeper understanding of the techniques and processes involved in the production and manufacture of books.

Course Outline
The topics covered will include:

- The publishing business model and how you can affect its profitability
- Where production fits into the business and how you can influence it
- Pre-press and how decisions made at this point can impact the print cost and the quality of the finished book
- The different print methods, when to use them and how to choose the right one for your book
- The different types of paper available and how they can impact the cost and look of your book
- The different binding methods, their pros and cons, and the impact they have on design
- The cover finishes available, their uses and limitations
- How a book gets to the customer
- How to select a supplier and request a quote
- What to consider when scheduling a book
- How to solve problems at each stage of the process

Trainer
Heather O’Connell, Consultant. See pages 10-11 of this brochure for further information.

Course Date

Frequency of this Course
This course will run once in 2020.

Course Location

Course Length
This is a full day course.

Prices*

- BIC Members: £345 + VAT
- Friends of BIC: £405 + VAT
- Non-Members: £460 + VAT

*Eventbrite fee and travel and accommodation costs are not included in the ticket price.

Bespoke & In-House Training Available
See the inside front cover of this brochure for further information.

To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk
Overall an excellent course which was very well presented by all concerned.
Anon.

Incredibly useful. I learnt a lot.
Anon.

If you would like guidance in how to book your course or to arrange payment via invoice, please contact info@bic.org.uk

PRODUCTION TRAINING COURSES

Trainers
Greg Manterfield-Ivory, Clays Ltd & Heather O’Connell, Consultant. See pages 10-11 of this brochure for further information.

Frequency of this Course
This course is currently taking registers of interest only. Please note that BIC will not schedule a date for this course until it has a full list of delegates. Once enough delegates have been identified, BIC will endeavour to run the course within 6-8 weeks. Register your interest in attending this course at: http://eepurl.com/gwiVcL

Course Location
Clays Ltd, Bungay.

Course Length
This is a two-day course + travel.

Prices*
BIC Members £345 + VAT
Friends of BIC £405 + VAT
Non-Members £460 + VAT

Bespoke & In-House Training Available
See the inside front cover of this brochure for further information.

* Eventbrite fee and travel and accommodation costs are not included in the ticket price.

Purpose of the Course
This course will provide delegates with an end-to-end understanding of mono (black and white) book production, vital for anyone involved in the production of books. This two-day course looks specifically at the challenges of producing mono books, from pre-press through to printing, finishing and distribution. It will cover the different technologies available, their pros and cons, and how to use them effectively.

Benefits of Attending
This course has a strong practical emphasis. Delegates will spend time in Clays’ press-room and bindery, seeing first-hand how books are produced and learning how to apply this knowledge.

The course will provide delegates with an opportunity to develop their production knowledge and decision-making skills, including:
- Choosing the right print method
- Better expressing requirements
- Being pro-active
- Efficiently solving or even preventing problems from occurring

As the factory can be noisy and to ensure our attendees get the most out of the day, we limit the number of delegates to 6.

Course Level
The course is aimed at those who are or would like to be responsible for the production of mono books. It is aimed at those new to mono production or those who have learnt ‘on the job’ and who would like a deeper understanding of the techniques and processes involved in the manufacture of books.

Course Outline
The topics covered will include:
- The different print processes available
- Pre-press for mono books
- Paper types and their characteristics
- Litho printing
- Digital printing – both inkjet and toner finishes
- Cover and jacket
- Ink
- Binding
- Print on Demand (POD) methods and characteristics
- The economics of print
- Distribution

For a full breakdown of the topics covered, please visit our website: www.bic.org.uk

This training course is kindly hosted by Clays Ltd

Mono Book Production Explained

Clays

The date scheduled for this course may change if absolutely necessary, as its running is dependent on Clays’ availability and schedule. Clays on occasion produces sensitive books which may prevent us from entering the factory. In this circumstance and to ensure that delegates get the most out of this course, BIC will reschedule. We will endeavour to give delegates as much notice as possible if the date of this course is changed due to unforeseen circumstances and will reschedule the course as soon as possible thereafter.
Pre-Press for Publishing

Purpose of the Course
Taught by a pre-press expert on their premises, this is an interactive course focusing on the pre-press workflow from image selection to file supply – whether that’s for print or digital distribution.

Poor image selection and mistakes at pre-press can be very expensive. As such, this course aims to provide delegates with the skills to minimise the risk to their organisation and ensure they know how to get the intended result.

Benefits of Attending
Using a combination of seminar-based discussions, activities and practical demonstrations, this course will provide an overview of the pre-press workflow and print processes.

The pre-press world is full of jargon and complex terminology which can be hard to decipher. This course clearly explains the process and will demystify the language and techniques, helping delegates to avoid some of the most common pitfalls and unnecessary expenditure and solve problems quickly and easily.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 5.

Course Level
This course is for anyone in publishing who is responsible for the selection of images, the creation and output of files for books, or the finished quality of books. It is aimed at those with no previous, formal training in colour.

Course Outline
The topics covered during this course will include:

- How to create a great pre-press brief
- How to assess image quality and its suitability for each project
- Understanding colour theory and how it impacts on the finished book
- Understanding colour management
- How retouching can improve an image
- How to colour correct
- Specifying the correct file format for your needs
- Understanding the different proofing options available and knowing which one is right for your book
- Knowing the different digital options available and being able to select the most appropriate one for your requirements

For a full breakdown of the topics covered, please visit our website: www.bic.org.uk

This training course is kindly hosted by Zebra

This course contains lots of useful information about everyday topics that don’t usually get discussed; a chance to ask questions you’ve always wanted to ask! - Anon.
If you would like guidance in how to book your course or to arrange payment via invoice, please contact info@bic.org.uk

Purpose of the Course
An understanding of international shipping is a vital skill for global book production and distribution professionals. Getting books printed is only half of the job – once they are made you need to deliver the books to your customers safely and cost effectively.

Benefits of Attending
Taught by industry experts and including a tour of a container ship, this course will show delegates, up-close, the sheer scale of the shipping industry, providing an understanding of how it works, its terminology, the documentation required and how to manage the process effectively. Delegates will see the supply chain in action and gain an understanding of the relationships of those in it; learn to speak the language of the shipping industry; and find out what to ask in order to make sure their books are shipped using the most appropriate method.

As the number of people allowed on to the port is severely restricted, the number of delegates for this course is limited to 4 only.

Course Level
This course is aimed at those who are or would like to be in book production, and those within publishing for whom shipping is a key part of their job role. It is aimed at those with little or no prior knowledge of shipping.

Course Outline
This course has a practical emphasis and will ensure that all theoretical elements are accompanied by a practical application. It takes a thorough look at sea, air and road freight, assessing their pros and cons and their most appropriate usage. Delegates will learn about:

- How shipping works
- The methods available and how to choose the right one (sea, air, road or rail)
- What the INCO terms mean
- What needs to be considered when shipping standard and non-standard books
- What documentation is required and (where appropriate) how to complete it
- What can go wrong and what can be done if / when it does
- The economics of shipping including how shipping costs are calculated

NB: This course may be postponed at short notice, as port tours are weather-dependent. BIC will endeavour to give delegates as much notice as possible if a postponement is necessary and will reschedule the course as soon as possible thereafter.

If you would like guidance in how to book your course or to arrange payment via invoice, please contact info@bic.org.uk

Seeing a container vessel and the port really helped with understanding all the processes involved.

Anon.
To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk

**Production Training Courses**

Trainers
Stephen Holman, Holmen Paper AB & Heather O’Connell, Consultant. See pages 10-11 of this brochure for further information.

Course Date
This course will be scheduled for 2020 as soon as possible; please check the BIC website or email info@bic.org.uk for the latest updates. Register your interest in attending this course at: http://eepurl.com/ctQEZ9

Frequency of this Course
This course will run once in 2020.

Course Location

Course Length
This course takes place over two half-days to enable attendees to easily travel to Sweden.

Prices*
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Bespoke & In-House Training Available
See the inside front cover of this brochure for further information.

*Eventbrite fee and travel and accommodation costs are not included in the ticket price.

Purpose of the Course
Paper can have a huge impact on the cost and quality of a book, and understanding it is essential for everyone involved in production and design. This course looks at the production of paper and its various properties, the specific requirements for digital as well as litho paper, and the differences between US and European paper supply.

Benefits of Attending
Taught at a paper mill by industry experts, this course will help delegates to understand how paper is made, ensuring they are informed about its properties and the key drivers in choosing the right paper for their project / book.

Due to its practical emphasis, all the theoretical components of this course are accompanied by a practical demonstration in the paper mill. Each section has a problem-solving element, to enable delegates to gain a better understanding of the potential pitfalls and how to avoid them, plus how to spot those pitfalls if they do occur. As well as touring the mill we will also tour the nearby forest, so that candidates can see forestry management in action.

As the mill can be very noisy and to ensure our attendees get the most out of the day, we limit the number of delegates for this course to 6.

Course Level
This course is aimed at those who are or would like to be involved in the selection and buying of paper. It is aimed at those new to paper selection and purchasing, those who have learnt ‘on the job’ and those who would like a deeper understanding of paper making and selection.

Course Outline
The topics covered during this course will include:

- **How paper is made**
- **How to assess paper**
- **What to consider when buying paper including:**
  - Selecting the right paper and specifying requirements to the paper mill / merchant
  - Grain direction – what it is and why it’s important
  - How to calculate the amount of paper needed, replenishment of supply and the impact of surplus stock
  - What can go wrong – how to spot a paper problem and resolve an issue (including wavy books, shredding, etc.)
  - The differences between US and EU / UK paper supply
- **Paper and the environment including:**
  - What are PEFC and FSC and what are the differences?
  - How to become accredited
  - Acid free paper, etc.
  - Recycled paper

96% of our trainees would recommend a BIC course.**

**Data taken from our feedback forms for courses held in 2018.

This training course is kindly hosted by Holmen Paper AB

Understanding Paper

HOLMEN

To book yourself or a colleague onto a BIC training course, please visit our website: www.bic.org.uk
Thanks

BIC would like to take this opportunity to thank all the organisations that have attended our courses over the past five years, which include:
BIC is an independent, not-for-profit members’ organisation working at the heart of the UK book industry. Established in 1991, it is sponsored by The Booksellers Association, The British Library, The Chartered Institute of Library & Information Professionals and The Publishers Association to promote supply chain efficiency and innovation in all sectors of the book industry through e-commerce, best practice, training, events, and the application of standard processes and procedures.

BIC’s vision is to make the UK book supply chain more efficient by developing standards and encouraging their adoption. We define best practice and connect experts and stakeholders to enable innovation.

Visit BIC at www.bic.org.uk and follow us on Twitter at @BIC1UK

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www.bic.org.uk info@bic.org.uk @BIC1UK