

BIC'S BUILDING A BETTER BUSINESS SEMINAR 2019

Thursday 14th March 2019
10am–12:30pm
The Club Room, National Hall Gallery, Olympia
@BIC1UK #LBF19bbb

Join us in this two and a half hour session where you will hear from book industry experts on a variety of topics, all ultimately focussed on helping you build a more efficient business.

PROGRAMME

10.00 – 10.05 **Welcome – Karina Urquhart, Executive Director, BIC**

10.05 – 10.25 **Inclusivity, Diversity & Metadata**

Speakers: Chris Saynor, Standards Editor, EDItEUR & Andrew Isabirye, Data Scientist, Penguin Random House

This session will explain how *Thema* (the subject category scheme for a global book trade) can be used to help identify and improve the discoverability of titles suitable for a more diverse and inclusive audience.

10.25 – 10.30 **Questions for Chris & Andrew**

10.30 – 10.50 **How Well is the Industry Implementing Accessibility?**

Speaker: Sarah Hilderley, Communications, Inclusive Publishing

Just where are we at with regards to accessibility in our digital content? Inclusive Publishing will present details from their recent survey and consider how far the publishing industry has come with regards building accessibility into their mainstream digital products. Check in with this presentation to make sure you're on track and aware of the tools and solutions which provide reassurance and help keep publishers current.

10.50 – 10.55 **Questions for Sarah**

10.55 – 11.15 **ISNI: Managing Identities in the Publishing Supply Chain**

Speakers: Andrew MacEwan, Head of Content & Metadata Processing, The British Library & Tim Devenport, Executive Director, ISNI International Agency

During this session, Tim will give an overview of the ISNI system and Member network and provide an update on recent developments. Andrew will provide a case study of how the use of ISNI at the British Library opens up new opportunities for collaboration with the publishing industry.

11.15 – 11.20 **Questions for Andrew & Tim**

P.T.O

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11.20 – 11.35

Metadata In The Age of Social Media

Speaker: Stephen Long, Global Managing Director, Book Discovery & Commerce Solutions, Nielsen Book

Good metadata aids discoverability, which in turn drives sales, but what impact has social media had? Stephen Long will explore some of the digital marketing tools and trends influencing the discovery and sales of books.

11.35 – 11.40

Questions for Stephen

11.40 – 11.55

The BIC Metadata Map Project

Speaker: Peter Mathews, Project Consultant for the BIC Metadata Map

Peter will provide an update on this important project which plans to document the scope and effectiveness of the metadata supply chain from data creation (usually publishers), through to end users (consumers) in the UK trade, by seeking contributions from all parts of the chain. Only collaborating organisations will be able to access the shared knowledge, which is intended to be available through an updatable resource and which is hoped to help resolve issues and identify gaps in supply into the future. Find out how you can participate!

11.55 – 12.00

Questions for Peter

12.00 – 12.25

The Secret Lifecycle of eBooks: Dispelling the Myths Surrounding eBook Maintenance & Looking at Retrospective Validation

Speakers: John Bell, Publishing Systems Manager, HarperCollins Publishers; Nick Coveney, Publisher Relations & Content Lead, Kobo UK and ANZ; & Ruth Jones, Director Global Sales, Digital Services, Ingram Content Group

It can sometimes be a misconception that eBooks require very little attention or maintenance after they are produced. In this session you will learn ways in which you can stay abreast of updates to the EPUB standard; the reconfigurations necessary when the EPUB standard is updated; how to ensure that an eBook file validates retrospectively / is backwards-compatible; the organisations involved in the lifecycle of an eBook and who makes the decisions regarding its maintenance at every stage; and what retailers accept in terms of metadata, standards and file formats for eBooks.

12.25 – 12.30

Questions for John, Nick & Ruth

12.30

Thanks and CLOSE – Karina Urquhart, Executive Director, BIC

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BIC

About Book Industry Communication (BIC) Ltd

BIC is the book industry's independent supply chain organisation, committed to improving the efficiency of the trade and library supply chains, reducing cost and automating processes. BIC is committed to creating an efficient supply chain for both physical and digital products across the entire book industry, working with all relevant stakeholders to eliminate wasteful and time-consuming practices and implement solutions acceptable to all. BIC's unique position of trust with all parties in the supply chain makes it possible to reach agreement on dependable standards and ways of working. Training is also at the heart of BIC's activities and BIC strongly believes that successful businesses start with people. Find out more: www.bic.org.uk