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BIC's Building a Better Business Seminar 2015

Conference Room 2, Conference Centre

Thursday 16th April 2015

10am – 12noon

#LBF15bbb

Join us in this 2 hour session where you will hear from book industry experts on a variety of topics, all focussed on helping you build a more efficient business. You will hear how *Thema* (the new international subject classification standard) can help with discovery and market analysis; you will learn about the importance of more effective sales reporting, and the positive impact a little known industry standard can have on your organisation; Kobo will talk us through their experiences and the challenges faced in the supply chain when digital content moves from one platform to another; and finally we will hear from the Publishers Association and the Society of Chief Librarians on the latest results of their e-lending pilot.

Programme

10am – 10.05 **Welcome** - Karina Luke, BIC

10.05 – 10.30 **International Discovery and Market Analysis - How *Thema* can help**

Find out more about Thema, the new international subject classification standard and how it could help your business in more ways than you thought. Not using it yet? Find out from industry experts how to go about implementation: hear about the challenges and industry benefits.

Speakers: Len Vlahos, BISG, US
Azar Hussain, Faber, UK
Fride Fosseng, Bokbasen A.S. Norway

10.30 – 11.00 **Business Intelligence: Getting the Most from your Sales Reports**

Does your organisation invest a great amount of time each month reconciling numerous sales reports, from a variety of sources? Find out how an existing, but little known industry standard could transform sales reporting and in turn raise the level and effectiveness of your business intelligence.

Speakers: Graham Bell, EDItEUR
Justo Hidalgo, 24 Symbols, Spain

11.00 – 11.30 **What happens when digital platforms change?**

Kobo have acquired content from a number of digital reading platforms: hear from Lindsey Mooney as she focuses on the challenges of transferring content and data (both metadata and customer data) between reading platforms, what it means for publishers, eBook end-users and all stakeholders in the digital supply chain. Learn about the challenges of implementation given the possible varying DRM technologies between platforms.

Speaker: Lindsey Mooney, Kobo, UK



The Book Industry's Supply Chain Organisation

11.30 – 12.00

Libraries e-Lending Pilot: How might Library e-lending affect the book industry?

What impact will e-lending in libraries have on sales? The Publishers Association and the Society of Chief Librarians present the most recent results from their e-lending pilot. What might these findings mean for the book industry of the future?

Speakers: Emma House, The Publishers Association
Janene Cox, Society of Chief Librarians

12noon

END

About Book Industry Communication Ltd (BIC)

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



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