BIC Training Courses

Training for an empowered, informed book industry supply chain

2022

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:
ONIX: Advanced Topics

Course Location:
Online / Live Virtual Training.

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.

*Nielsen White Paper: The Link between Metadata and Sales

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 (provided as an online course in two, half-day training sessions) 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 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 Content:
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, etc.**

- **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

Course Length:

This is a full day course which will be delivered in two, half-day training sessions, 1.00pm - 5.30pm (GMT).

Course Trainer:

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 (including the International ISBN and ISNI agencies and the IDF). 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 leading the development of bibliographic and digital asset management systems.