

BIC Brunch: The *Thema* Sessions – No. 4: Popular/General Trade Adult Non-Fiction

22nd September 2022, 12 noon BST #bicbrunch@bic1uk



BIC's Standard Subject Categories Scheme - obsolete by Feb 2024

Announcement (Feb 2022)

https://www.bic.org.uk/155/Press-Releases/

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No. 5: Non-Fiction: Academic (e.g., Medicine, Law etc.) - 17th Nov 2022

No. 6: Comics and Manga - 26th Jan 2023

Find out more and book now:

https://www.eventbrite.co.uk/o/book-industry-communication-ltd-2336994243

Past BIC Brunch *Thema* Sessions:

No. 1: Adult Fiction (Mar 2022), recording: https://youtu.be/hOCsWWQRhrQ

A Guided tour of What's new in *Thema* v.1.5 – recording: https://youtu.be/A3S7ocE7pmc

No. 2: Diversity, Equity & Inclusion (May 2022), recording:

https://youtu.be/Yj dnbECmdw

No. 3: Children's, Teenage and Educational Material (Jul 2022), recording:



BOOK INDUSTRY COMMUNICATION bic org.uk #bicbrunch https://youtu.be/Z2B yyKSyy

Some housekeeping before we get started

- Questions for speakers: Questions will be invited after the presentation and panel discussion have finished. Please use the "Questions" or "Chat" boxes to submit your question to the organisers.
- **Recording**: This event is being recorded for BIC to use in its marketing and to allow people who are unable to attend this session today to still enjoy the event later. Unless invited to speak, attendees will not be identified in the recording.
- BIC is a neutral members organization

#bicbrunch @bic1uk



#bicbrunch

Agenda

12.00pm Welcome & Introduction

Karina Urquhart, Executive Director, BIC

12.05pm Using Thema for General Trade Adult Non-Fiction

Chris Saynor, Standards Editor, EDItEUR

How and Why I Made the Move to Thema

Sarah Spencer, Sales Director, Cicerone

Thema from a Retail Perspective

Kieron Smith, Digital Director, Blackwell's & Wordery

12.50pm Question & Answer Session

1.30pm Wrap-up and end – Karina Urquhart



Who we are



BIC (Book Industry Communication Ltd) is at the heart of the book industry, creating standards, delivering best practice and improving margin.

If you are in the book industry supply chain, you need to be a member of BIC. www.bic.org.uk

Book Industry Communication - making the book supply chain more efficient and sustainable

Over to our first speaker...



Chris Saynor, Standards Editor, EDItEUR



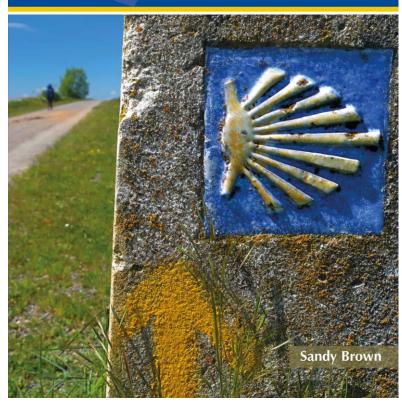
Over to our second speaker...



Sarah Spencer, Sales Director, Cicerone



PILGRIM ROUTE CAMINO DE SANTIAGO Camino Francés includes Finisterre finish



BIC

- WTH Travel and holiday guides
- WSZC Walking, hiking, trekking
- 1DSE Spain

Thema

- WTHW Travel guides: routes and ways
- SZC Walking, hiking, trekking
- QRVP1 Pilgrimage
- 1DSE-ES-XA Way of St. James

Over to our final speaker...



Kieron Smith, Digital Director, Blackwell's, and Wordery



Q&A Session

Over to you, our attendees.

Please put any questions you may have in the "Question" box





Thank you for attending

Stay in touch via our mailing list: https://www.bic.org.uk/188/Join-our-mailing-lists/

2 x BIC Bites on *Thema (14 &15)* https://www.bic.org.uk/129/BIC-BITES/

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