



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

22nd September 2022, 12 noon BST

#bicbrunch@bic1uk



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

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



Announcement (Feb 2022)

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



Upcoming BIC Brunch *Thema* Sessions:

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:

https://youtu.be/Z2B_yyKSyyI



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**

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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

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Over to our first speaker...



**Chris Saynor, Standards Editor,
EDItEUR**

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Over to our second speaker...



**Sarah Spencer, Sales Director,
Cicerone**

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PILGRIM ROUTE

CICERONE

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**

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Q&A Session

Over to you, our attendees.

Please put any questions you may have in the
“Question” box

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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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