



# BIC Training Courses

*Training for an empowered, informed book industry supply chain*



## SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

**Course Name:**

ONIX: Essentials plus

**Course Location:**

Online / Live Virtual Training

**Purpose of the Course:**

This intensive training course (provided as an online course in three, half-day training sessions) introduces the ONIX standard and the essentials of producing, managing, and disseminating book metadata. It mixes the background and theory of metadata with real-world practice and guidance in an approachable but authoritative way.

**For 2023, this course has been extended from two to three afternoons to allow for the inclusion of additional data elements relating to digital products, open access, audio material and chapter-level metadata, plus extra time for discussion.**

**Benefits of Attending:**

Delegates will be provided with all the vital information to understand the basics of ONIX and how it is used in the book industry.

**Course Level:**

This course is suitable for beginners with no knowledge of ONIX, although it will also be of value to those familiar with ONIX. It is aimed at staff with management responsibility for metadata, either in editorial, IT, marketing, or production within a publisher, or in similar roles within distribution and retailing. It is not highly technical, but software developers seeking to understand ONIX would benefit from this course.

**Course Content:**

- **Introduction:**
  - Some of this introduction is pre-recorded, for viewing before the training.
  - Explanation of what ONIX is, with typical use cases
  - Brief history of ONIX and its governance
  - Brief overview of the other ONIX standards, e.g. for ONIX serials, ONIX for transactional messages, etc.
  
- **More Detail:**
  - Overview discussion of the different versions of ONIX, i.e. 2.1 vs 3.0
  - More detail on ONIX for Books 3.0
  - Business benefits of:
    - using ONIX
    - the BIC Metadata Excellence Award (MEA) Accreditation Scheme
  - Introduction to XML syntax
  - Semantics and code lists
  - ONIX for Books data feeds and best practice
  
- **Key Data Elements:**
  - Record reference
  - Product identifiers
  - Product form and detail
  - Digital products (including audiobooks)

- Accessibility
  - Usage restrictions and licensing
  - Open access
  - Contributors
  - XHTML encoding of rich text
  - Titles
  - Sets, series, collections
  - Subject codes (BISAC, *Thema*, CBMC, etc.)
  - Keywords
  - Descriptive text and other collateral material
  - Chapter-level metadata
  - Imprint and publisher
  - Publication date and sales embargo
  - Territorial sales rights
  - Non-territorial sales restrictions
  - Related works and products
  - Publishing status and availability
  - Simple markets
  - Supply details and pricing
  - Free of charge products
- **Best Practice Guidelines**

### **Course Trainers:**

#### **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.



#### **Chris Saynor – Standards Editor, EDItEUR**

Chris is responsible for EDItEUR's book publishing standards including ONIX, *Thema* and EDItX. He joined the organisation in late 2016. For the previous eight years, Chris worked for GiantChair Inc. in Paris as a metadata specialist and project manager and has been responsible for implementation of the Onixsuite application in many publishing organisations. He is widely known for his work with French industry liaison body CLIL and with BISG committees. Prior to that, Chris has a 20-year background in bookselling with Waterstones and WHSmith.

