



BIC Training Courses

Training for an empowered, informed book industry supply chain



SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

ONIX: Advanced Topics Plus

Course Location:

Online / Live Virtual Training

Purpose of the Course:

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. It goes beyond the *ONIX essentials plus* course to look in more detail at a range of ONIX topics

Benefits of attending:

Experienced ONIX users will learn how to optimise their metadata and deal with the more complex aspects of ONIX. Repeated studies have shown a correlation between comprehensive, accurate and timely metadata and increased sales.

*Nielsen White Paper: [The Link between Metadata and Sales](#)

Course Level:

This course (provided as an online course in three, half-day training sessions) is aimed at experienced ONIX users with a good background in ONIX 2.1, 3.0 and/or 3.1. Delegates should previously have attended the BIC ONIX: Essentials Plus 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 and reseller staff, and software developers seeking advanced domain knowledge.

Please note: Some training material on data elements relating to digital products, open access, audio material and chapter-level metadata that was previously part of this course has been transferred to the new *ONIX Essentials Plus* course. If a delegate completed the *ONIX essentials* course prior to 2022, some content may have been missed. This missed material may be covered again in this course provided that time allows.

Course Content:

The content of this course is modular and can be partially tailored to the particular interests of delegates; consequently, each course will be different. However, the overall content will include :

- 1) Modules:
 - The importance of core semantics;
 - Conceptual modelling, WMI entity stack in indecs and interoperability with library metadata models;
 - Identifiers; GTINs and ISBNs; ISNI and name identification; ISCCs, work IDs and the product lifecycle;
 - Linked data and schema.org optimization of web pages;
 - Discoverability, keywords and structured subject coding including *Thema*;
 - Sales rights and restrictions; advanced international pricing and multiple markets, tax, discounts, commodity codes and international trade
 - Collections, sets and series
 - Chapter-level metadata (for audio, scholarly etc)
 - Open access
 - Multi-item/multi-component products
 - Multilingual metadata

- Promotional events
- Practical XML validation
- Block updating
- ONIX Acknowledgement message
- ONIX 3.0 migration; differences from 2.1, changes and benefits; migration strategy
- ONIX 3.1 migration
- New data elements in recent ONIX revisions (3.0, 3.0.1–3.0.8, 3.1, 3.1.1)
- Underused features and opportunities; common errors
- Summary and further resources

2) Discuss your issues

- Delegates may choose to submit real-world books and metadata of their own for discussion and pointers for improvement (you must contact info@BIC.org.uk at least one week in advance. It cannot be guaranteed that all issues will be looked at or 'solved')
- Obviously, issues may arise during the session.

3) 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 1.5-day course which will be delivered in three, half-day training sessions, 1.00pm - 5.30pm (UK Time)

Course Trainer:

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.