SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

COURSE NAME: Shipping Explained

WHO IS THE COURSE AIMED AT:
The course is aimed at those who are or would like to be in Book Production and those within publishing for whom shipping is a key part of their role.

COURSE LEVEL:
The course is aimed at those with little or no knowledge of shipping.

COURSE CONTENT:
The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. We take a thorough look at sea, air and road freight, assessing their pros and cons and their most appropriate usage.

For each of the major methods we look at:

- **Supply Chain** - We examine how they work, the members of the supply chain, their relationships to each other and how this is defined by the INCO terms.

- **Transit Times** – We breakdown the transit times from printer to delivery to your door. Why does this vary and what control do you have over it? What options are available? What makes a difference in cost and transit times for each method.

- **Definition of the terms** – We define the terminology for each method including INCO terms and illustrations of pallets/containers/teu’s/vessels

- **Container** – We look at the pros and cons of full containers vs part containers and consolidation

- **Documentation** – What documents are required and who should supply them?

- **National Requirements** - What do you need to consider when shipping products around the world? What are different rules/requirements depending on the departure and arrival points? VAT/Duty/taxes/anti-dumping duties.
• **Packaging** - What are the packaging requirements of your customers and the destination countries.

• **Insurance** – what is covered and who is responsible?

• **What can go wrong?**

• **Economics** – What impacts the costs in this market? What do you get for your money? How long are costs valid for? What are surcharges and how are they calculated. Is your cost per CBM, kilo or copy?

• **New innovations** – super ships, The London Gateway Port

• **Communication** – How to get the information you need? Purchase orders, order monitoring, consolidation, web tracking, end to end visibility. EDI transfer of information

• **Environmental Consideration** – What is the environmental impact of each method and what should you consider when assessing them

• **Pros and Cons** – We look at the pros and cons of each method. Examining the limitations placed on each one.

• **Combined Methods** – When is it appropriate to combine methods? What are the options?

• **Books and Book Plus** – What do you need to consider when shipping books and books Plus?

• **Importation into the UK/EU** - We look at the things to consider when importing into the UK, Customs, VAT. BTI codes etc

**COURSE LOCATION:** This course is based at Felixstowe Port and WTA’s offices in Felixstowe.

**COURSE LENGTH:**
1 day + travel.

**COURSE DATES:**
TBC.

N.B. Courses may be postponed at short notice, as port tours are weather dependent. We will endeavor to give you as much notice as possible and reschedule the course as soon as we can.
PRICE:
BIC Members: £180 + VAT
Friends of BIC: £220 + VAT
Non Members: £255 + VAT

Travel and accommodation costs are not included. (The port is in Felixstowe).

COURSE TRAINER:

Heather O’Connell – Bluebird Consulting
Heather has more than 20 years experience in book publishing. Specialising in book production she has held various positions including Production Director for Penguin Publishing and Harper Collins. She now runs a consultancy, using her passion for and knowledge of the industry to support a broad range Print and Publishing clients and industry initiatives.

Justin Hope – WTA
Justin Hope has 20 years’ experience in the shipping industry, specifically working on behalf of publishers since 2001 when he joined WTA. During this time, he has developed an understanding of the specific logistical requirements of the publishing industry. He regularly delivers shipping presentations, tailored to publishers’ requirements, to clients and University students.

WTA was founded in 1913, and remains an independent, family-owned business. WTA is also a founder member of BookFreight, a global network of like-minded logistics companies handling over 500 million books per year across 200+ trade lanes.