SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

COURSE NAME:
Understanding BIC Subject Classification

WHO IS THE COURSE AIMED AT:
This course is aimed at anyone with an interest in book product data quality in general, and subject classification in particular. Whatever your background, whether from an Editorial, Marketing or Systems perspective, this course is relevant to individuals from all professional disciplines within the trade.

COURSE LEVEL:
Some knowledge and experience of the BIC scheme is very useful (and assumed) but not essential.

COURSE CONTENT:
Prior to the course trainees will be contacted to enquire if they have specific areas of concern/interest. So although each course can be tailored to a certain degree the overall content is as follows:

This course will describe the history, structure and purpose of the BIC subject categories scheme and how the values are applied and interpreted in the supply chain. It will also examine the BIC scheme in the context of current international subject classification developments. In demonstrating how accurate BIC subject classification is essential for effective search and discovery in-store and online, it will include guidance on best practice in BIC code application; however it is not a detailed comprehensive training course in BIC coding practice.

COURSE LOCATION:
Faber Creative Spaces
Bloomsbury House
74-77 Great Russell Street
London
WC1B 3DA

COURSE LENGTH:
This is a full day course.
**COURSE DATES:**
28\textsuperscript{th} April 2015.

**PRICE:**
- BIC Members: £305 + VAT
- Friends of BIC: £355 + VAT
- Non Members: £405 + VAT

*Travel and accommodation costs are not included.*

**COURSE TRAINER:**

**Howard Willows, Senior Manager, Nielsen**
The trainer for this course is Howard Willows, Senior Manager, Data Development at Nielsen, and chair of the BIC Subject Categories Steering Committee. Howard Willows has worked in the book trade since 1987, in the areas of bibliographic aggregation, data quality and library supply, in both the UK and Australia, and has been closely involved with the development of industry standards during that time. He was primarily responsible for the initial release of the BIC Standard Subject Category scheme in 1996 and has been Chair of the Review Committee ever since. He has been involved in the development of ONIX from its inception, and has chaired the UK ONIX Group since 2002. At the London Book Fair 2011, he launched an initiative to develop a single subject classification scheme for the global book trade, which has now evolved into the *Thema* project.