BIC TRAINING, EVENTS AND COMMUNICATIONS (TEC) COMMITTEE MEETING – Minutes
CILIP Building, 7 Ridgmount Street, London WC1E 7AE
Wednesday 4th February 2015, 2pm

Present
Alaina-Marie Bassett, BIC
Andrew Davis, The British Library
Katy Gibson, BIC
Karina Luke, BIC
Heather O’Connell, Bluebird Consulting
Emily Taylor Gregory, Publishing Technology

Apologies
None.

1. Apologies
The Group were welcomed to the meeting. Since all members of the Committee were in attendance, there were no apologies to deliver. KL questioned whether more organisations should be contacted to join this Committee. The Group did not feel further representatives are necessary at this time.

2. Review of minutes and actions from the previous meeting

- **BIC Committees’ Promotion Forms for the attention of the TEC Committee**
  At the last meeting of this Committee, it was suggested that more engagement is needed with/from other BIC Committees. The production of an events form was suggested, to outline the action required and as an opportunity for the Committee to pass on relevant/important information to the TEC Committee for the promotion of the event. The Group agreed that this form is necessary and will be the preferred method of communication between Committees henceforth. They also agreed that is should include a budget outline, the specifics of the Committee’s discussion and an action plan; this should be written up by the Chair of the Committee and submitted to the TEC Committee for consideration. HOC commented that this form will act as a record of what this Committee does/is asked to do, and will facilitate the tracking and monitoring of progress.
  **ACTION:** AB to create this form and circulate before the next meeting, with a view to it being signed off at the next meeting. Add as an item to the agenda for the next meeting.

- **Venues**
  AB informed the Group that BIC will now be holding its seminar-based courses at the Faber Creative Spaces. She noted that this will facilitate more courses being run in 2015 due to a more favourable cancellation policy in comparison to the previous venue for these courses.

- **Marketing Plan**
  AB noted that the marketing plan was circulated to the Group alongside the agenda for this meeting. She noted that the amount of training courses listed is growing – due to BIC’s seminar-based courses now being held at Faber Creative Spaces – and will continue to grow in the coming few months as further training courses are rescheduled.
  **ON-GOING ACTION:** AB to continue to update the marketing plan and circulate to the group.
3. **Council of Production Directors Update**

HOC informed the Group that the Production Directors Steering Committee met on Thursday 15th January 2015. She noted that the Council had been thrilled by the number of times the training courses had run in 2014, and also by the positive feedback received (both anecdotal and from trainees) about the quality of the courses.

HOC also informed the Group that the Council had discussed the Understanding Paper training course at length and the potential possibilities / venues for delivering it. KL noted that all courses must adhere to BIC’s profit margins in 2015. HOC agreed, noting that no new courses will be developed in 2015.

HOC commented that the Production Directors have agreed to submit feedback / reviews, that can quoted, about the courses that their team members have attended. She noted that she has not received any responses as yet but will follow-up on this shortly.

**ACTION:** HOC to chase the Production Directors for their comments and forward them to AB who will then circulate them to the Group. ETG to use these quotes in the writing of the training courses press release.

4. **Training Programme for 2015**

- **Feedback Received & Training Course Promotion**
  
  AB informed the Group that information about BIC training courses is in the process of being uploaded on to the Creative Skillset website.

  **ACTION:** KG to continue adding all BIC training courses to the Creative Skillset website: Hiive.

  ETG suggested that LinkedIn, Facebook and Twitter should be used more frequently to promote forthcoming courses. The Group noted that this would facilitate the promotion of the courses and agreed all events should be advertised on the above mentioned social media sites henceforth. HOC suggested the use of click-on advertising but KL noted that this had been tried before and unfortunately had not proved to be successful.

  **ACTION:** AB to promote all courses on LinkedIn, Facebook and Twitter henceforth.

  HOC noted that a 20% discount on BIC training courses is offered all ‘Friends of BIC’ organisations, these include members of: The BA, CILIP, EDItEUR, NAG, PLS, PR Licensing, The PA and Publishing Scotland. She noted that in the past she had requested that these organisations advertise this discount to their members. The Group agreed that offering discounts to these organisations will facilitate the promotion of the courses and will help to increase the number of attendees who sign up to them. AB noted that a number of organisations include information about forthcoming BIC training courses in their newsletters, such as The Publishers Association. She noted that conversations with Bookbrunch about this matter will shortly be resumed. KL suggested that discussion with ALSPS about advertising BIC training courses on their website / in their mailouts should also be resumed.

  **ACTION:** AB to liaise with Bookbrunch about the promotion of BIC training courses.

  **ACTION:** KL to resume discussions with ALSPS about the promotion of BIC courses.
- **Bursaries**
  HOC noted that the first two bursaries of 2015 – both of which were places on the forthcoming An Introduction to Production training course – have now been awarded; one of which was awarded to a university student. KL noted that the donators of these bursaries, Printondemand-Worldwide (PODW), are intending to launch a press-release about the bursaries shortly.
  **ACTION:** HOC to liaise with POWD to check whether this press release is going ahead, and if it is, when it will be launched.

HOC noted again that Creative Skillset’s bursaries can be spent on BIC courses. She noted that a conversation needs to be held with Creative Skillset regarding this eligibility and how it should be advertised / whether it can be advertised on both parties’ websites. She suggested that this Group should identify further bursaries, like those of Creative Skillset, which BIC training courses could be included on in the future.
  **ACTION:** AB to contact Creative Skillset to find out about how to / whether BIC training courses can be promoted to Creative Skillset’s bursary applicants.
  **ACTION:** ALL to research other bursaries that might allow the inclusion of BIC training courses on their award.

KL noted her surprise and disappointment at the lack of responses that were received for the donation of a bursary, particularly at a time when so many organisations are championing discussions about diversity in the book industry. ETG commented that it is, at times, hard for organisations to know what to invest in. KL agreed but noted that the bursaries are affordable, starting from half day courses which are priced from £150. ETG questioned whether the larger publishing houses have been approached, noting that the New Year is the perfect time for more involvement in this scheme since budgets will be in the process of being worked out. She also suggested targeting publishing recruitment agencies, such as Atwood Tate, as sponsorship is well suited to their goals. KL noted that she has been discussing bursaries with the BA in 2014 and will resume this discussion this year. She also noted that bursaries will be revised on a quarterly cycle.
  **ACTION:** KL to approach larger publishers and recruitment agencies to encourage them to become involved with, and ultimately donate, bursaries.

- **BIC Training Courses Press Release**
  The Group discussed the forthcoming press release to promote BIC training courses, which ETG has volunteered to write. HOC informed ETG that she will forward all relevant information to ETG shortly. The Group agreed that this press release should be written by the end of February and that the quotations from the Production Directors should be included.
  **ACTION:** HOC to chase Production Directors for their comments on BIC training courses to include in press release. These should be forwarded on to ETG and circulated to the Group.
  **ACTION:** ETG to write the press release by the end of February 2015 and circulate to the Group for comment.

- **Update on New & Scheduled Training Courses**
  AB informed the Group that, since the last TEC Committee meeting, she has rescheduled a number of BIC’s non-production training courses. However, due to the (now resolved) issues with venues that had been ongoing, many of these courses have since been cancelled and will
need to be rescheduled for a second time. She noted that these courses will be rescheduled to take place at Faber Creative Spaces.

**ACTION:** AB to liaise with Faber Creative Spaces to schedule new dates for BIC’s non-production training courses.

KL noted that it is imperative that, going forward, all course attendees register their attendance on Eventbrite, regardless of whether they pay online (via Eventbrite) or request an invoice. She also noted that discussions with Evnt about the discoverability of BIC training courses have ceased but may be resumed again in the future. KL noted that she will contact Ken Rhodes regarding his collaboration with BIC training shortly but noted that this may not go ahead due to current budget restrictions.

- **Monthly Production Mailing**

  HOC informed the Group that the new livery for training templates (including the monthly training course mail out) are almost finalised.

  **ACTION:** HOC to send the final templates to AB, who will then circulate these to the Group for comment.

  AB discussed the content of the production mailing, noting that the monthly themes are becoming somewhat cliché. The Group agreed that a simpler email would be preferable, listing a smaller amount of upcoming courses with minimum blurb. They noted that lengthy emails may not be read and may put recipients off of the email. They also noted that the Eventbrite link, which lists all of BIC’s live courses, should be featured at the end of the email. HOC noted that the listed courses should be ordered by importance / immediacy rather than the by the date they are scheduled on. The Group agreed.

  **ACTION:** AB to amend the monthly production mail out accordingly.

5. **BIC Breakfasts**

- **Agile Project Management**

  AB noted that this BIC Breakfast – entitled The Agile Publisher: Principles for Innovation – is now scheduled to go ahead on Tuesday 24th February 2015 at the Borough branch of Le Pain Quotidien. She noted that Publishing Technology has kindly agreed to sponsor the event and was pleased to inform the Group that this BIC Breakfast has, so far, attracted a number of non-members to attend.

  ETG suggested that, due to the level of interest, this topic could be readdressed at either BIC’s annual Supply Chain Seminar at London Book Fair 2015 (LBF15) or the New Trends in Publishing Seminar in September. The Group agreed that agile project management might be better suited to the New Trends Seminar and agreed to discuss this further nearer the time.

- **EDItX**

  AB informed the Group that this BIC Breakfast will not be going ahead in March due to a shortage of speakers and also a shortage of advocates / users of EDItX who might be willing to sponsor the event. KL noted that a session on EDItX will take place at the forthcoming Supply Chain Seminar at LBF15. She noted that this session could help to increase interest, and
therefore demand, for EDItX and that it might facilitate finding speakers / sponsors for the subsequent BIC Breakfast. The Group agreed to resume discussions about this BIC Breakfast after the seminar at LBF15 has taken place.

- **EU VAT Changes to e-Services Revisited**
  The Group agreed that this meeting should be held in June / July 2015 once organisations have submitted their 1st quarter VAT reports and have received subsequent feedback from HMRC.  
  **ACTION:** AB to contact PKF Littlejohn about sponsoring this event in June 2015.

- **ISNIs**
  AB noted that the Digital Supply Chain Committee suggested a BIC Breakfast on ISNIs at their past two meetings. KL noted the importance of ISNIs in differentiating between the ways royalties are handled. The Group agreed this BIC Breakfast would be seminar-based. AD suggested that the British Library may be interested in sponsoring this event. The Group suggested that this BIC Breakfast should go ahead in August.  
  **ACTION:** AB to liaise with AD regarding the sponsorship of this BIC Breakfast.

- **Migrating from ONIX 2 to 3**
  AB noted that she has spoken to Jack Tipping of Bowker about this BIC Breakfast, who had suggested that the topic should be addressed later in the year to follow-up on any progress that has been made and to see how organisations are handling the transition ‘one year on’, as the twilight support period draws to a close.

- **Print on Demand (POD)**
  AB informed the Group that POD will be the topic of March’s BIC Breakfast session and that Printondemand-Worldwide (PODW) have kindly agreed to sponsor this event. She noted that the title of this Breakfast is yet to be confirmed since the Breakfast is currently under discussion. The Group noted that this BIC Breakfast will provide organisations with the opportunity to find out more about POD – both the benefits and disadvantages of it – and draw a comparison between POD and inkjet printing, the quality of each and the production times. KL commented that the speakers for this event will need to disagree with one another in order to get a good quality of discussion going. She also noted that there should not be any sales pitching by any organisations involved. AD suggested that one of the focus points for this discussion should be **why** different methods of printing are used. AB noted that the current intention is to find two speakers: one from an academic publishing background and the other from a trade background, to join PODW in forming an agnostic panel.

- **Library Communication Framework (LCF)**
  It was noted that the Libraries Committee have indicated their interest in holding a BIC Breakfast to discuss topics which are relevant to the library community. KL noted that LCF needs further promotion, and this may be a good topic for a Breakfast. AB informed the Group that the Libraries Committee had suggested holding this BIC Breakfast at the forthcoming NAG Conference in York, in September 2015. It was suggested that NAG might be interested in sponsoring this event, and that BIC could be flexible with its start time for this event.  
  **ACTION:** AB to approach NAG about the possibility of an LCF Breakfast taking place at their Conference, September 2015.
ACTION: AB to contact Jack Tipping at Bowker, to ask him whether Bowker might be willing to sponsor a BIC Breakfast in October rather than September.

- **BIC Breakfasts in late 2015**
  The Group agreed that a BIC Breakfast should not be held in December 2015.
  **ACTION:** AB to remove December from the BIC Breakfast Schedule, below.

- **Further topics for BIC Breakfasts**
  HOC suggested that further topics for discussion at BIC Breakfasts may emerge from the LBF.

### BIC Breakfast Schedule 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Sponsor</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Bowker</td>
<td>–Basic Metadata: Getting it right</td>
</tr>
<tr>
<td>February</td>
<td>Publishing Technology</td>
<td>The Agile Publisher: Principles for Innovation</td>
</tr>
<tr>
<td>March</td>
<td>Printondemand-Worldwide</td>
<td>Print on Demand: The Age of Permanent Availability</td>
</tr>
<tr>
<td>April</td>
<td>Bowker</td>
<td>Metadata Keywords for Discoverability</td>
</tr>
<tr>
<td>May</td>
<td>IPR Licensing</td>
<td>TBC</td>
</tr>
<tr>
<td>June</td>
<td>EDITX? / EU VAT – Changes to e-Services Revised?</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Bowker</td>
<td>TBC – Migrating from ONIX 2.1 to 3.0 update?</td>
</tr>
<tr>
<td>August</td>
<td>British Library??</td>
<td>TBC - ISNIs</td>
</tr>
<tr>
<td>September</td>
<td>Bowker</td>
<td>LCF at NAG Conference (currently under discussion)</td>
</tr>
<tr>
<td>October</td>
<td>Bowker</td>
<td>TBC – something eBook-related.</td>
</tr>
<tr>
<td>November</td>
<td>Bowker</td>
<td>TBC</td>
</tr>
</tbody>
</table>

### 6. BIC Battles

It was noted that there are currently no plans for upcoming BIC Battles and that, unless a topic emerges with strongly opposing views that would form an interesting debate, none will take place in 2015. The Group agreed that this item should be removed from the agenda.

**ACTION:** AB to remove BIC Battles from the TEC Committee agenda for the next meeting.

### 7. British Library Events

AD informed the group that the British Library’s blockbuster exhibition this year is on the Magna Carta, from March ‘til September 2015. He suggested that a BIC event could take place at this exhibition, possibly in June, but noted that a sponsor would need to be sought out in order for the event to go ahead. The Group suggested that an organisation with a focus on printed materials, such as The PA or Nielsen, would be an ideal sponsor.

**ACTION:** KL to approach Mo Siewcharran about the possibility of Nielsen sponsoring this event.

**ACTION:** AB to liaise with AD about the date for this event.
8. BIC Annual Events

- **BIC Bash 2015**
  The Group suggested that BIC Bashes should be held once a year henceforth to increase demand and ensure full attendance from BIC Members. After a short discussion on the matter, they suggested that 2015’s BIC Bash should take place later in the year, possibly in November.

- **BIC Open Day**
  KL informed the Group that there had been a disappointing turnout for the annual BIC Open Day which was held on Friday 21st November at the Royal Institute of British Architects (RIBA), despite a number of people being signed up to attend. She noted that many of those who attended the event are already highly involved with BIC and suggested that the event is inadvertently preaching to the converted. She also noted that the purpose of the event is to attract both BIC members and non-members to the event to inform them about what BIC is doing and encourage their involvement; particularly non-members in this respect. She informed the Group that this has been discussed at large by other BIC Committees and that, henceforth, this event will be replaced by more targeted events on specific topics. The Group agreed this event should take place in November, after the Frankfurt Book Fair.

9. BIC Bites

KL informed the Group that the first five BIC Bites were launched in November 2014, to great acclaim. She noted that Bowker are currently in the process of writing a BIC Bite on basic metadata, and that a further 5-6 BIC Bites have been written but are currently being reviewed / edited; all of which will be released shortly. KL noted that the Operations Board have suggested that BIC Bites should be sent out on a monthly basis rather than in bulk at larger intervals. ETG questioned whether Publishing Technology are permitted to provide a link to BIC Bites on their intranet staff webpage. KL noted this was fine as long as the formatting of the documents is retained.

The forthcoming BIC Bites are as follows:

- Basic Metadata
- EU Timber Regulations (extended to include printed materials)
- LCF
- NFC & RFID
- REACH
- TRADACOMS

10. BIC Blogs

HOC informed the Group that the two, previously mentioned, bursary winners will write a blog about the An Introduction to Production training course, once they have attended it. AD suggested that a blog could also be written about the recently announced merger between Macmillan and Springer. KL questioned whether the Committee members feel blogs were necessary on the BIC website. HOC noted that their display facilitates Search Engine Optimisation (SEO) for the BIC website and thus the site’s visability. KL agreed, but questioned whether they are actually read by BIC’s membership. The Group agreed to leave this item on the agenda for the time being. They also
suggested that UCL students could be approached to write a blog about the second term of their MA Publishing course, which BIC has collaborated with UCL on.  
**ACTION:** HOC to gain permission from UCL’s MA Publishing lecturers to ask whether one (or more) of their students would be prepared to write a blog about the second term of their course.

11. BIC new website  
KL informed the Group that BIC has recently met up with their website team. She noted that a new Project Manager has been put in place to oversee all work henceforth and that a new system is now in place to monitor any issues with the site and track these so that they can be resolved more easily. KL commented that this is a significant step forward and informed the Group that the website will hopefully be launched before LBF.

12. Generation BIC  
KL informed the Group that the BIC Operational Board have agreed this project should be discontinued so that BIC can concentrate its time and resources on other more pressing projects. She noted that there had been relatively little interest in Generation BIC overall, and that BIC should use its resources for more pressing concerns.  
**ACTION:** AB to remove this item from the agenda for forthcoming TEC Committee meetings.

13. UCL  
HOC informed the Group that BIC is running a module in Term Two of UCL’s MA Publishing course, entitled ‘Creativity in Context’. She noted that this 10-week module will provide the UCL students with a variety of sessions on a diverse range of topics, including metadata, paper, and accessibility. She noted that attendance of this course is compulsory for all students on this course. KL inquired as to how the module will be assessed and HOC responded that each student will write, illustrate, design and edit their own chapter for a book that will then be produced into a print edition for the students to keep. She noted that an e-book edition will also be produced. This assessment will allow students to experience many of the processes in the book industry for themselves. KL asked whether BIC will be permitted to get feedback on this module from the students and HOC informed the Group that she will check with UCL. KL suggested producing the feedback form, including questions such as: “what part of the course did you find most useful / enjoy the most”, “what advice would you give to new MA students”, and “what would you change about the course, if anything”. The Group noted their hope that this module will be a part of next year’s MA Publishing course too.  
**ACTION:** HOC to approach UCL to ask if feedback can be collated about the above module.  
**ACTION:** KL to produce a feedback form in time for the next meeting of this Committee.  
**ACTION:** HOC to take the new BIC Brochure to the remaining UCL seminars and disseminate them to the students.

HOC also noted that if the module is a resounding success it may be worth approaching other universities / higher learning institutes to discuss a similar module with them.

14. Supply Chain Seminar at LBF  
KL informed the Group that this Seminar – which will be entitled ‘Building a Better Business Seminar’ this year – will be held on Thursday 16th April at the London Book Fair, from 10am ‘til 12pm in Olympia’s Apex Room, in the National Hall Gallery. She noted that the Seminar will be divided into 4 sections: 1) *Thema* and the ways in which it can help with international discoverability, 2) EDItX and
how to get the most out of sales reporting, 3) a conversation with Kobo about the challenges of transferring content and data between reading platforms, and what it means for the digital supply chain at large; and finally 4) a discussion surrounding The PA’s and SCL’s recent library e-lending pilot scheme and the effect e-lending may have on the library community. KL informed the Group that the event would be free to attend and that BIC would be in the “Love Learning” section of the LBF and so will benefit from the marketing they provide. KL noted that BIC will shortly begin to make appointments for LBF.

15. BIC Committee Actions

- Digital Supply Chain Committee
  AB noted that this Committee discussed EDItX at length in their most recent meeting but there was nothing specific to deliver to the Committee.

- Libraries Committee
  AB informed that the Libraries Committee have recently been discussing the promotion of LCF but noted that they have agreed that this promotional activity should be carried out by the Committee members themselves.

- Metadata Sub-Committee
  AB noted that there was nothing to report from the Metadata Sub-Committee.

- Physical Supply Chain Committee
  AB noted that there was nothing to report from the Physical Supply Chain Committee.

16. A.O.B.

None.

17. Date of Next Meeting

The Group agreed that, in order to maintain momentum of progress, this Committee should meet every six weeks.

The next meeting will be: Thursday 26th March 2015.