BIC TRAINING, EVENTS AND COMMUNICATIONS (TEC) COMMITTEE MEETING – Minutes
CILIP Building, 7 Ridgmount Street, London WC1E 7AE
Thursday 26th March 2015, 2pm

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

Apologies
Karina Luke, BIC

1. Apologies
The Group were welcomed to the meeting and the apologies were given.

2. Review of minutes and actions from the previous meeting

- BIC Training Course Press Release
ETG informed the Group that she has written a draft press release for BIC training courses, as discussed at the previous meeting of this Committee. She noted that this draft document will be circulated to the Group very shortly for their comments. She also suggested that a quotation from KL may be beneficial in this press release. She asked the Group which training courses should be specifically named on the press release. HOC and AB suggested that BIC’s new courses for 2015 and the most popular courses overall should be included. For this reason, they suggested including the following courses: An Introduction to Paper & Colour Printing, Shipping Explained, Producing Children’s Books, and Digital Book Production. The Group agreed that only a small selection of courses should be included and these 4 courses seem the most fitting.

ACTION: ETG to circulate the draft press release to this Group for comment / approval.

ETG questioned whether this press release should only contain information about BIC’s production training courses. HOC confirmed that this should be the case and noted that, to date, 3 quotes have been received from the Production Directors of the following organisations: Cambridge University Press, The Orion Publishing Group, and Harper Collins Publishers. The following organisations will send their quotations soon: Hachette, Penguin Random House, and Taylor & Francis. HOC informed AB that she will circulate all of the quotations received so far.

ACTION: HOC to forward the training course quotations to AB.

The Group commented that Bookbrunch might be willing to include information about the BIC training course press release in their daily mail-out. They also questioned if the information could be published on UCL’s intranet website, Moodle.

ACTION: AB to contact Bookbrunch and UCL’s Nick Canty to discuss the inclusion of this press release on their website / in their email campaigns.

- BIC Committees’ Promotion Forms for the attention of the TEC Committee
AB informed the Group that she had circulated this form to them alongside the agenda for this meeting and asked if any additional fields are needed on the form. AD commented that he liked the expanding nature of the boxes, so that the person filling in the form is not restricted by...
space / word limits. HOC suggested adding in a field for the target audience of the event, i.e. who is the event for / aimed at? (This could include specific fractions of the book industry). The Group agreed that this field should be point 2 on the form. They also agreed that a field is needed for ‘Specific channels to use’. They noted that any additional requirements can be added as and when they are needed.

**ACTION:** AB to add the above 2 mentioned fields into the form and recirculate to the Group.

- **Marketing Plan**
  AB noted that the marketing plan was circulated to the Group alongside the agenda for this meeting.

  **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 last met on Thursday 15th January 2015 and will not meet again now until Wednesday 26th August 2015.

4. **Training Programme for 2015**

- **Feedback Received & Training Course Promotion**
  AB informed the Group that Katy Gibson has now added information about all of BIC’s live training course dates to the Hive website; which is free of charge. She also noted that all of BIC’s courses are now being advertised on LinkedIn, Facebook and Twitter as a standard process.

  AB noted that she has not yet had an opportunity to liaise with Bookbrunch but will do so as soon as possible. She also noted that KL is currently in the process of speaking to ALSPS for the same purpose.

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

  **ACTION:** KL to liaise with ALSPS about the promotion of BIC training courses.

- **Bursaries**
  HOC informed the Group that she is not certain whether Printondemand-Worldwid (PODW) have sent a press-release about the BIC bursaries which they donated. She noted that she will follow this up and report back to the Group at the next meeting.

  **ACTION:** HOC to liaise with POWD to check whether a press release was sent out.

  AB informed the Group that she is currently in the process of liaising with Creative Skillset regarding the eligibility of their bursaries being spent on BIC training courses. HOC noted that she will forward all previous correspondence with Creative Skillset to AB for this purpose.

  **ACTION:** HOC to send all correspondence between Creative Skillset and herself to AB.

  **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.

  HOC noted that KL is currently in the process of identifying organisations who might donate further BIC bursaries; particularly larger organisations. AB informed the Group that she is uncertain whether any progress has been made so far. But will follow this up with KL.

  **ACTION:** KL to update the Group on any progress for new bursaries at the next meeting.
ACTION: ALL to research whether other bursaries are in existence that might allow BIC training courses to be included on their award.

- Update on New & Scheduled Training Courses
  HOC informed the Group that she is currently trying to reschedule BIC’s new courses for 2015; most notably Digital Book Production Explained and Producing Children’s Books. She noted that there have been some setbacks to this process due to ill health.
  ACTION: HOC to email the new dates to AB so they can be added to Eventbrite, asap.

AB informed the Group that BIC will be offering 20% discount on BIC training courses to anyone who visits the BIC stand (7K39) at London Book Fair this year. She noted that it is hoped that this will encourage organisations to send their colleagues on courses in the near future. The discount offer will run until 30th June and all tickets must be purchased by this date – though the course itself can take place later in the year.

HOC informed the Group that WTA have decided that they will not be able to run the Shipping Explained training course any longer; though Woodland Media are still willing and able to run the course, and will do so single-handedly henceforth. HOC noted that it can be useful having two organisations running this course so that more dates are available to course attendees. She suggested that Publiship may be a willing replacement for WTA.
  ACTION: HOC to approach Publiship about the possibility of running the Shipping Explained training course.

- Monthly Production Mailing
  HOC informed the Group that the new BIC livery – including a Chimpmail email template and a word document template for training course outlines – have now been supplied to BIC and will be used for the first time very shortly.
  ACTION: AB to begin using the various BIC branded templates henceforth.

5. BIC Breakfasts

- EDItX
  At the last meeting of this Committee, the Group agreed to resume the discussion about the possibility of this BIC Breakfast after the Building a Better Business seminar on Thursday 16th April has taken place at London Book Fair 2015 (LBF15). This seminar will include information on EDItX and may bring to light potential speakers and / or sponsors for the event.

- EU VAT Changes to e-Services Revisited
  AB informed the Group that she has been in contact with PKF Littlejohn about the sponsorship for this event. She noted that a meeting has been arranged at LBF15 to discuss this matter.
  ACTION: AB to report back to the Group about this BIC Breakfast at the next meeting.

- iSNI
  AD informed the Group that the British Library are willing to sponsor this event in August 2015. He noted that the event will take place at the British Library in St Pancras.
  ACTION: AB to send AD details for this BIC Breakfast, including the prospective date.
- **Migrating from ONIX 2 to 3**
  AB noted that she has spoken to Jack Tipping of Bowker about this BIC Breakfast and it will be going ahead in June / July 2015.  
  **ACTION:** AB to liaise with Jack Tipping and Graham Bell (EDItEUR) about this BIC Breakfast.

- **Library Communication Framework (LCF)**
  AB informed the Group that NAG did not feel that they would be able to hold this BIC Breakfast at their forthcoming conference in York, in September 2015. They have, however, suggested that BIC should collaborate on events like this in the future.

- **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**
  AB informed the Group that a Thema BIC Breakfast has been suggested by the UK Thema National Group. The Group agreed that this would be a good topic.  
  **ACTION:** AB to add this BIC Breakfast to the agenda for the next meeting of this Committee.

### BIC Breakfast Schedule 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Sponsor</th>
<th>Event Name</th>
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<tbody>
<tr>
<td>January</td>
<td>20th</td>
<td>Bowker</td>
<td>Basic Metadata: Getting it Right</td>
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<tr>
<td>February</td>
<td>24th</td>
<td>Publishing Technology</td>
<td>The Agile Publisher: Principles for Innovation</td>
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<tr>
<td>March</td>
<td>24th</td>
<td>Printondemand-Worldwide</td>
<td>Print on Demand: The Age of Permanent Availability</td>
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<tr>
<td>April</td>
<td>23rd</td>
<td>Bowker</td>
<td>Metadata Keywords for Discoverability</td>
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<tr>
<td>May</td>
<td>19th</td>
<td>IPR Licensing</td>
<td>Global Licensing: Distributing Content Worldwide</td>
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<tr>
<td>June</td>
<td>23rd</td>
<td>TBC – PKF Littlejohn</td>
<td>TBC – EU VAT: Changes to e-Services Revisited?</td>
</tr>
<tr>
<td>July</td>
<td>TBC</td>
<td>Bowker</td>
<td>TBC – Migrating from ONIX 2.1 to 3.0: An Update</td>
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<tr>
<td>August</td>
<td>20th</td>
<td>British Library</td>
<td>ISNIs</td>
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<tr>
<td>September</td>
<td>TBC</td>
<td>Bowker</td>
<td>TBC – something eBook-related.</td>
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<tr>
<td>October</td>
<td>20th</td>
<td>TBC</td>
<td>TBC – Thema or EDItX?</td>
</tr>
<tr>
<td>November</td>
<td>24th</td>
<td>TBC</td>
<td>TBC – Thema or EDItX?</td>
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6. **British Library Events**
   AD informed the Group that the British Library’s new exhibition on the Magna Carta has now opened and will be in place until September 2015. He noted that this event has been very popular and as a result a date for BIC attending the exhibition has not been agreed upon.  
   **ACTION:** AD to agree a date for this event with the British Library and inform AB.  
   **ACTION:** KL/AB to approach Mo Siewcharran about the possibility of Nielsen sponsoring this event, once a date for the event has been agreed.
7. **BIC Annual Events**
   - **BIC Bash 2015**
     AB informed the Group that 2015’s BIC Bash will take place later in November this year. A venue and sponsors for this event will need to be sought out shortly.
     **ACTION:** AB to research potential venues and sponsors for this event.
   - **BIC Open Day**
     At the last meeting of this Committee, the Group were informed that this event will no longer take place. It will be replaced by more targeted events on specific topics.
     **ACTION:** AB to remove this item from the agenda for the next meeting.

8. **BIC Bites**
   AB informed the Group that the ‘An Introduction to Thema’ BIC Bite is currently being updated to include information about Thema Version 1.1. The BIC Bite will be available on the BIC website shortly. She also noted that the BIC Operational Board has suggested that a BIC Bite on Green Issues would be of interest to BIC membership. They suggested that the Publishers Green Network (PGN) might be willing to write this BIC Bite.
   **ACTION:** AB to approach the PGN to discuss the creation of a Green Issues BIC Bite.

   A further 5-6 BIC Bites have been written but are currently being reviewed / edited; all of which will be released shortly. The forthcoming BIC Bites are as follows:
   - Basic Metadata
   - EU Timber Regulations (extended to include printed materials)
   - LCF
   - NFC & RFID
   - REACH
   - TRADACOMS

9. **BIC Blogs**
   HOC reminded the Group that BIC’s two, previously mentioned, bursary winners will be asked to write a blog about the ‘An Introduction to Production’ training course, once they have attended it. She noted that UCL have now been approached to see whether their students are prepared to write a blog about the second term of their MA Publishing course, which BIC 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.
   **ACTION:** HOC to report any progress back to the Group at the next Committee meeting.

10. **BIC new website**
    HOC 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. She noted that very little has been done to the website since the last meeting but that she will go through any issues / responses from the website team, as and when they arise. She noted that a launch date is indeterminable at this stage.
    **ACTION:** HOC to update KL and AB on any progress made.
11. UCL
HOC informed the Group that BIC’s module in Term Two of UCL’s MA Publishing course, ‘Creativity in Context’, has now come to an end. She noted that this 10-week module has been very successful and that UCL have been very pleased with the content of the course. She also noted that it has received very good feedback from all involved so far and that a number of the students have requested production work placements.

**ACTION:** HOC to approach UCL to ask if feedback can be collated about the above module.

**ACTION:** AB to produce a feedback form in time for the next meeting of this Committee.

HOC informed the Group that UCL are currently in discussion with BIC about the possibility of this course going ahead once again in the academic year 2015/16 but as a non-core module. She suggested that this course could be sold to other similar institutions, noting that the course has been written and would therefore not incur any further production costs.

**ACTION:** HOC to liaise with KL about the running of this course in the academic year 2015/16 and the possibility of selling the content to other organisations going forwards.

12. Supply Chain Seminar at LBF
AB 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 Conference 2 of the Conference Centre, Olympia. AB reminded the Group that the event will be free to attend this year as part of the Insights Programme.

13. BIC Committee Actions
- Digital Supply Chain Committee
  AB noted that there was nothing to report from the Digital Supply Chain Committee.

- Libraries Committee
  AB informed the Group that a survey on organisations’ compliancy with LCF may be produced shortly by the LCF Review Group, which reports to the Libraries Committee; though this survey will need to be discussed at length by the Libraries Committee before any action is handed to this Committee.

- 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.

14. A.O.B.
HOC requested that the minutes for this meeting should be written as soon as possible so that they can be circulated to the Group. AB noted that she will endeavour to circulate them asap.

15. Date of Next Meeting
Thursday 28th May 2015.