

BIC Strategy Implementation Priorities 2018

The BIC Strategy identifies 5 implementation priorities for 2018. This document addresses:

PRIORITY 4: Improved stakeholder communications via the exploration of options for online community engagement to provide opportunities for access to supply chain expertise and agreeing BIC's website policy.

Our vision:

"We make the UK book supply chain more efficient by developing standards and encouraging their adoption. We define best practice and connect experts and stakeholders to enable innovation."

A core objective in 2018 for delivering our vision will be ensuring our stakeholders have easy access to supply chain expertise and BIC resources.

The prioritised deliverables for 2018 are:

1. By the end of April 2018 to have agreed and documented the policy regarding BIC's website requirements and next steps. It is important that BIC's website adds value for members and provides clearer navigation to BIC's resources and information. However, careful consideration must be given to lessons learned to date and the potential time demands on BIC's staff. Budget limitations will also play a key role.
2. By the end of May 2018 to have developed a marketing plan to communicate and promote the work that BIC does for and on behalf of the UK book industry. This plan should cover all BIC events, training, project activities, You Tube Channel etc. By being more open about our activities and achievements in this way, it is hoped that this will be one of many measures that will increase stakeholder engagement with BIC.
3. By the end of December 2018 to have reviewed and documented BIC's current community engagement options/capabilities in comparison to new tools that are readily available. The output of this review should be a set of recommendations for ensuring BIC is making the most of the community technologies currently available in order to help stakeholders communicate and access information easily. It is recommended that research into this area should have begun by the end of June 2018. BIC should keep in mind its wide range of membership organisation types and ensure that any recommendations made regarding address the requirements of each area of the book industry. Consideration must also be given to potential impact on BIC resource particularly when it comes to moderation and any associated costs/fees etc.

