



BIC Training Courses

Training for an empowered, informed supply chain

March 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Digital Book Production Explained

Course Location:

This course takes place at CPI's plant in Chippenham.

Who is the Course Aimed at:

The course is aimed at those who are responsible for the production of digitally printed books, whether that be short run or POD, colour or mono.

Course Level:

The course is aimed at those new to digital print and those who would like an update on the new technology and production methods available.

Course Content:

The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. The course will cover these subject areas:

- What is POD / Short Run printing?
- The POD process from consumer order to delivery
- How the different digital print technologies work
- How to select the right digital print method for your book
- How the costs for digital printing are calculated
- How to prepare a file for digital printing
- Which papers are suitable for digital book production
- How the lack of / minimal make-ready affects the publishers costing
- The binding process for short run and POD books
- How the books are distributed whether that be to a warehouse or direct to customer
- The other opportunities that the technology makes available, e.g. custom publishing, personalised editions, test runs, etc.

Course Length:

This is a full day course.

**Course Dates:**

Thursday 15th June 2017.

Price:

BIC Members £185 + VAT

Friends of BIC £225 + VAT

Non Members £265 + VAT

Travel and accommodation costs are **not** included in the ticket price.

Course Trainers:

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.

Martin Collyer - General Manager at CPI Antony Rowe, CPI Books UK

Martin has more than 30 years' experience in the UK book and journal industry. He specialises in colour reprographics and digital operations, workflows and inventory management solutions. Martin is currently the divisional General Manager of CPI Antony Rowe, and oversees the operations of both the Wiltshire and Eastbourne plants.