



BIC Training Courses

Training for an empowered, informed supply chain

April 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Implementing *Thema* Training Course

With guidance on migrating from BIC subject categories

Course Location:

Faber Creative Spaces

Bloomsbury House

74-77 Great Russell Street

London

WC1B 3DA

Who is the Course Aimed at:

This course is aimed at anyone with an interest in book product data quality in general, and book 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 familiarity with bibliographic subject classification (e.g. use of schemes such as BIC, BISAC or *Thema*) is assumed, but not essential.

Course Content:

Prior to the course, trainees will be contacted to enquire whether they have any specific areas of concern / interest. Although each respective course can be tailored to its attendees to a certain degree, the overall content is as follows:

This course provides an introduction to *Thema* – the international subject classification scheme for the global book trade – explaining the need for such a scheme; its origins, development and uptake; its benefits across the trade; and the key differences (and similarities) between the BIC scheme and *Thema*. Specifically, the course guides trainees through the processes involved in implementing *Thema* in their systems and product records, and in managing the migration from BIC (the current UK standard) to *Thema* (its international replacement).

The course explains how the *Thema* codes are used and interpreted throughout the supply chain. While not a detailed, comprehensive training session in *Thema* coding practice, the course will include some guidance on best practice in *Thema* application, in the context of demonstrating how accurate *Thema* subject classification is essential for effective search and discovery in-store and online.

Course Length:

This is a half-day course.

Course Dates:

Wednesday 18th October 2017.



Price:

BIC Members *£160 + VAT*

Friends of BIC *£195 + VAT*

Non Members *£225 + VAT*

Travel and accommodation costs are **not** included.

Course Trainer:

Howard Willows, Senior Manager, Data Development, Nielsen Book

Howard has been driving the development of *Thema* – the international subject classification scheme for the global book trade – from its inception in 2011, and was the first Chair of the *Thema* International Steering Committee.

Working in the book trade since 1987, Howard has been associated with the development of a number of industry standards, including the BIC Standard Subject Category Scheme and ONIX.

At Nielsen Book, Howard has key responsibilities for all aspects of product data quality and the development of systems and processes in conformance with approved standards.