



BIC Training Courses

Training for an empowered, informed book industry supply chain

October 2018





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Implementing *Thema* Training Course
With guidance on migrating from BIC subject categories

Course Location:

The Publishers Association
First Floor
50 Southwark Street
London
SE1 1UN

Purpose of the Course:

By providing an introduction to *Thema* – the international subject classification scheme for the global book trade – this course will explain 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 subject classification scheme and *Thema*.

This course also provides delegates with the opportunity to experiment and have hands-on experience with applying correct *Thema* codes.

Benefits of attending:

Besides providing an overview of *Thema* (as outlined, above), this course will guide delegates through the principles behind the implementation of *Thema* in their systems and product records, and in managing the migration from BIC (the current UK standard) to *Thema* (its international replacement).

While not a detailed, comprehensive training session in *Thema* coding practice, this course will include the opportunity for practical, hands-on experience with 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.

To ensure our attendees get the most out of the day, we limit the number of delegates for this course to 12.

Course Level:

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. Some familiarity with bibliographic subject classification (e.g. use of schemes such as BIC, BISAC or *Thema*) is assumed, but not considered essential.

Course Content:

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

- An Introduction to *Thema* including its origins, benefits, development and adoption
- *Thema* Implementation
- Context, i.e. how *Thema* codes are used globally
- Hands-on, practical sessions in assigning *Thema* codes

Course Length:

This is a half-day course.

Course Dates for 2019:

Tuesday 16th April 2019.

Tuesday 29th October 2019.

This course will run twice in 2019.

Price:

<i>BIC Members</i>	<i>£170 + VAT</i>
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<i>Friends of BIC</i>	<i>£210 + VAT</i>
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<i>Non Members</i>	<i>£240 + VAT</i>
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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 industry standards.