



BIC Training Courses

Training for an empowered, informed supply chain

July 2016





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Metadata for Beginners Training Course

Course Location:

Faber Creative Spaces
Bloomsbury House
74-77 Great Russell Street
London
WC1B 3DA

Who is the Course Aimed at:

Metadata for Beginners is aimed at anyone in the publishing industry who is involved with bibliographic data in the supply chain. It is further aimed at anyone needing a better understanding about bibliographic data and the role it plays in the commercial success of a book. The course aims to demystify the subject of metadata, a subject often regarded as technical and complicated.

Course Level:

Whether you're a new-starter in the industry, you've changed jobs in-house or you've been in publishing 'forever' this course will get back to basics. The course is not technical and requires no prior knowledge of metadata. The course is relevant to those working in Editorial, Sales, Marketing, Production and IT.

Course Content:

- The definition of Metadata
- What information makes up Metadata?
- Who is responsible for metadata in a publishing house?
- What are the different formats used to capture metadata?
- Metadata for print and e-books
- The importance of publisher metadata
- Who are metadata end-users?
- Metadata management
- What are industry standards and why should publishers strive to meet them?
- What is a data aggregator and who are the main players?
- The life-cycle of metadata - where does book metadata go after it leaves the publisher?



- Why is metadata crucial to the commercial success of a book?
- How can poor metadata hinder sales?

Course Length:

This is a half day course.

Course Dates:

Thursday 20th October 2016.

Price:

<i>BIC Members</i>	£155+ VAT
<i>Friends of BIC</i>	£190+ VAT
<i>Non Members</i>	£220+ VAT

Travel and accommodation costs are not included.

Course Trainer:

Simon Edwards – Consultant

Simon Edwards has worked in the book industry for over 25 years as a library supplier, publisher and retailer. After spells with WHSmith and Whitaker, he became a freelance consultant and worked for the likes of BIC, The Bookseller, the BA, IBS Bookmaster, Macmillan, Nielsen, PubEasy and Vista undertaking a wide range of research, training, marketing and systems design projects. For BIC, over the past ten years, Simon has been involved in the e4books and e4libraries projects and authored many of BIC's guides and reports on supply chain matters. As a BIC consultant, Simon is now involved with the development of BIC and he chairs the BIC Technical Implementation Clinics for both trade and libraries.