



BIC Training Courses

Training for an empowered, informed book industry supply chain

October 2018





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

ONIX: Essentials

Course Location:

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

Purpose of the Course:

This intensive training course introduces the ONIX standard and the essentials of producing, managing, and disseminating book metadata. It mixes the background and theory of metadata with real-world practice and guidance in an approachable but authoritative way.

Benefits of Attending:

Delegates will be provided with all the vital information to understand the basics of ONIX and how it is used in the book industry. 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 suitable for beginners with no knowledge of ONIX, although it will also be of value to those familiar with ONIX. It is aimed at staff with management responsibility for metadata, either in editorial, IT, marketing, or production within a publisher, or in similar roles within distribution and retailing. It is not highly technical, but software developers seeking to understand ONIX would benefit from this course.

Course Content:

Prior to the course, we will contact trainees to enquire if they have specific areas of concern / interest. So although each course can be tailored to a certain degree, the overall content is as follows:

- **Introduction:**

- Explanation of what ONIX is, with typical use cases
- Brief history of ONIX and its governance
- Brief overview of the other ONIX standards, e.g. for ONIX serials, ONIX for transactional messages, etc.



- **More Detail:**

- Overview discussion of the different versions of ONIX, i.e. 2.1 vs 3.0
- More detail on ONIX for Books 2.1
- More detail on ONIX for Books 3.0
- Business benefits of:
 - using ONIX
 - the BIC Product Data Excellence Award (PDEA) Accreditation Scheme
- Introduction to XML syntax
- Semantics and code lists
- ONIX for Books data feeds and best practice

- **Key Data Elements:**

- Record reference
- Product identifier
- Contributor
- Titles
- Sets, series, collections
- Subject codes (BIC, BISAC, *Thema*, CBMC, etc.)
- Key words
- Descriptive text and reviews
- Imprint and publisher
- Territorial rights
- Related works and products
- Supply details and pricing

- **Best Practice Guidelines**

Course Length:

This is a full day course.

Course Dates for 2019:

Friday 26th April 2019.

Monday 4th November 2019.

This course will run twice in 2019.



Prices:

<i>BIC & EDItEUR Members</i>	£330 + VAT
<i>Friends of BIC</i>	£390 + VAT
<i>Non Members</i>	£440 + VAT

Travel and accommodation costs are not included.

Course Trainer:

Graham Bell – Executive Director, EDItEUR

As Executive Director of EDItEUR, Graham is responsible for the overall development of EDItEUR's standards and the management services it provides on behalf of other standards organisations (ISNI International Agency and the International DOI Foundation). He joined EDItEUR as its Chief Data Architect in 2010, focusing on the continuing development and application of ONIX for Books, *Thema*, EDItX and on other EDItEUR standards for the global books and serials sectors.



Graham is an experienced trainer and speaker. He previously worked for HarperCollins Publishers in the UK, where most recently he was Head of Publishing Systems.