



BIC Training Courses

Training for an empowered, informed supply chain

April 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Shipping Explained

Course Location:

This course is based at Felixstowe Port and Woodland Media in Chelmsford.

Who is the Course Aimed at:

The course is aimed at those who are or would like to be in book production, and those within publishing for whom shipping is a key part of their job role.

Course Level:

The course is aimed at those with little or no knowledge of shipping.

Course Content:

The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. We take a thorough look at sea, air and road freight, assessing their pros and cons and their most appropriate usage.

For each of the major methods we look at:

- **Supply Chain** - We examine how they work, the members of the supply chain, their relationships to each other and how this is defined by the INCO terms.
- **Transit Times** – We breakdown the transit times from printer to delivery to your door. Why does this vary and what control do you have over it? What options are available? What makes a difference in cost and transit times for each method.
- **Definition of the terms** – We define the terminology for each method including INCO terms and illustrations of pallets/containers/teu's/vessels
- **Container** – We look at the pros and cons of full containers vs part containers and consolidation
- **Documentation** – What documents are required and who should supply them?
- **National Requirements** - What do you need to consider when shipping products around the world? What are different rules/requirements depending on the departure and arrival points? VAT/Duty/taxes/anti-dumping duties.
- **Packaging** - What are the packaging requirements of your customers and the destination countries.
- **Insurance** – what is covered and who is responsible?
- **What can go wrong?**



- **Economics** – What impacts the costs in this market? What do you get for your money? How long are costs valid for? What are surcharges and how are they calculated. Is your cost per CBM, kilo or copy?
- **New innovations** – super ships, The London Gateway Port
- **Communication** – How to get the information you need? Purchase orders, order monitoring, consolidation, web tracking, end to end visibility. EDI transfer of information
- **Environmental Consideration** – What is the environmental impact of each method and what should you consider when assessing them
- **Pros and Cons** – We look at the pros and cons of each method. Examining the limitations placed on each one.
- **Combined Methods** – When is it appropriate to combine methods? What are the options?
- **Books and Book Plus** – What do you need to consider when shipping books and books Plus?
- **Importation into the UK/EU** - We look at the things to consider when importing into the UK, Customs, VAT, BTI codes, etc.

Taught by industry experts and including a tour of a container ship, this course will show you up-close the sheer scale of the shipping industry and give you an understanding of how it works, its terminology, the documentation required and how to manage the process effectively.

Course Length:

This is a one day course + travel.

Course Dates:

TBC.

N.B. Courses may be postponed at short notice, as port tours are weather dependent. We will endeavour to give you as much notice as possible and reschedule the course as soon as we can.

**Price:**

BIC Members *£235 + VAT*

Friends of BIC *£275 + VAT*

Non Members *£315 + VAT*

Travel and accommodation costs are **not** included. The port is in Felixstowe.

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 HarperCollins. 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.

Paul Almeroth - Woodland Media

Paul Almeroth has been working in freight forwarding for nearly 30 years and has been at Woodland for 20 of those. During his time at Woodland he has worked in almost every division including European, Asia-Pacific and USA. In 2006 he began working for Woodland Media (formerly Bookbridge). His role at Woodland Media is Commercial Director and is responsible for all commercial activity in the division. This includes direct new sales, team sales (internal & external) and account management. Woodland Media is part of the Woodland Group, an independent privately owned freight forwarder which celebrated its 25th anniversary in 2013. Woodland Media has been specialising in the book and magazine industry for 20 years. They have their own warehouses, delivery trucks and even a container drayage company.