



BIC Training Courses

Training for an empowered, informed supply chain

April 2017





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Understanding BIC Subject Classification & an Introduction to *Thema*
Training Course

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 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 knowledge and experience of the BIC scheme is very useful (and assumed) but not essential.

Course Content:

Prior to the course trainees will be contacted 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:

This course describes the structure and purpose of the BIC subject classification scheme, explaining how the BIC codes are used and interpreted throughout the supply chain, including their role in enabling effective search and discovery online. It also provides practical guidance in how BIC codes should be best assigned. In demonstrating how accurate BIC subject classification is essential for effective search and discovery in-store and online, it will include guidance on best practice in BIC code application; however it is not a detailed comprehensive training course in BIC coding practice.

The course will also provide an introduction to *Thema* – the new international classification scheme for the global book trade – explaining the need for such a scheme, its benefits, and the key differences between BIC and *Thema*. Again, some practical guidance on assigning codes to book records is included.

Course Length:

This is a full day course.

Course Dates:

TBC.



Price:

BIC Members *£315+ VAT*

Friends of BIC *£365+ VAT*

Non Members *£415+ VAT*

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

Course Trainer:

Howard Willows, Senior Manager, Data Development, Nielsen Book

The trainer for this course is Howard Willows, Senior Manager, Data Development at Nielsen, and chair of the BIC Subject Categories Steering Committee. Howard Willows has worked in the book trade since 1987, in the areas of bibliographic aggregation, data quality and library supply, in both the UK and Australia, and has been closely involved with the development of industry standards during that time. He was primarily responsible for the initial release of the BIC Standard Subject Category scheme in 1996 and has been Chair of the Review Committee ever since. He has been involved in the development of ONIX from its inception, and has chaired the UK ONIX Group since 2002. At the London Book Fair 2011, he launched an initiative to develop a single subject classification scheme for the global book trade, which has now evolved into the *Thema* project.