A new agenda for

Karina Luke - Executive Director
LBF2012 – 18th April 2012

(I’m reading Murakami’s “1Q84: Book 3” on Kindle)

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BIC is 21!

Celebrate
Celebrate what?

- Members’ loyalty and support
- BIC codes
- IBIC codes
- IRI
- Bar coding and product information guidelines
- Pioneering web services standards
- Industry recognised accreditation schemes
- Maintenance of EDI transaction message standards
Reflect
Reflect on what?

• What is BIC’s purpose in the industry?
• What IS the industry now/future?
• What it means to be a membership organisation
• Values
• Agility & flexibility
• Forward thinking & progressive
• Who are we engaging?
• Are we listening & sharing?
• Are we in the right places?
• Our community
Act

ROYAL ACADEMY OF DRAMATIC ART
Act on what?

**Past**
(1991 - 2011/12)

Print, Traditional community & approach

**Future**
(2012 – onwards)

Print, traditional community & approach

Digital, new/x-media, new communities, new players, new benefits, new approach
Future - general

• “One-Stop Shop” for all your supply chain matters - digital & physical
• What do **YOU** need?
• Increase the range of tangible benefits for all members
• Non-traditional members & other industries
• Other countries
• New media, content & format
• Metadata
• Strong on-line presence & community
• Solutions driven
• Resource of knowledge, help and information
• Agility – go faster!
Future - specific

- Standards organisations
- Forge strong links with IPG
- Interactive website
- Cross industry & other industry “Away Days”
- Training – extend scope
- Committees - review purpose & members (16-17)
- Students, colleges & universities
- More seminars where needed
- Review & re-launch accreditation schemes
- Social Media opportunities
People
We still want these…
…but now we also want these
So...
...it’s BIC
- but not as we’ve known it
...it’s BIC
- but not as we’ve known it

CIC
it’s BIC
- but not as we’ve known it

AIC
...it’s BIC
- but not as we’ve known it
...it’s BIC
- but not as we’ve known it

NIC
...it’s BIC
- but not as we’ve known it

*IC
What does BIC need from YOU?

- Talk to us – we’re here specifically for you
- Spread the “new BIC” word
- Be part of our on-line community
- Remember, BIC is changing \( \rightarrow *IC \)
Cheers!
Get in touch – we want to hear from you:

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