BIC Training Courses 2013
Training for an empowered, informed supply chain

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Following the success of our first training courses in 2011 and 2012, we are delighted to announce that we're greatly expanding our training programme for 2013 with a wide and exciting variety of courses covering a much broader range of the supply chain and new skillsets.

In addition to last year's courses and collaborations we've been working this year with the London College of Communication (an Apple approved Training Centre), NSW Consulting (Data specialists), and BlueBird Consulting (Production specialists) to bring you an additional suite of 11 new courses.

Price Structure

<table>
<thead>
<tr>
<th></th>
<th>Full Day Courses:</th>
<th>Half Day Courses:</th>
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<tbody>
<tr>
<td>BIC Members</td>
<td>£295</td>
<td>£150</td>
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<tr>
<td>Non Members</td>
<td>£395</td>
<td>£215</td>
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Please note that the new full day App & eBook course is priced slightly higher at £350 for members and £495 for non-members. LCC will be running this course and they are an Apple Approved Training Centre.

<table>
<thead>
<tr>
<th>Title</th>
<th>Location</th>
<th>Duration</th>
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<tbody>
<tr>
<td>A technical introduction to ONIX and XML</td>
<td>Central London</td>
<td>1 Day</td>
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<tr>
<td><em>Trainer is Frances Cave</em></td>
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<tr>
<td>NEW! Advanced ONIX for Books Course</td>
<td>Central London</td>
<td>1 Day</td>
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<tr>
<td><em>Trainer is Graham Bell, Editeur</em></td>
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<tr>
<td>Bibliographic Metadata and ONIX: practical guidance and best practice</td>
<td>Central London</td>
<td>1 Day</td>
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<tr>
<td><em>Trainer is Graham Bell, Editeur</em></td>
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<tr>
<td>NEW! Competition Law</td>
<td>Central London</td>
<td>1 Day</td>
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<tr>
<td><em>How to talk to the competition; what to say and where to remain discreet.</em></td>
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<tr>
<td>NEW! Creating strong technical specifications for digital products</td>
<td>London College Communication</td>
<td>To be confirmed</td>
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<tr>
<td><em>London College Communication</em></td>
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**NEW! Business Impact throughout the Supply Chain**  
*Trainer is Heather O’Connell, Bluebird Consulting*  
Central London  
Half Day

**NEW! Digital P&L’s - creating a meaningful one**  
*London College Communication*  
London College Communication  
Half Day

**NEW! Editorial, Technology and the Digital Supply Chain (or why upstream and downstream areas of the supply chain need to know more about and understand each other)**  
*London College Communication*  
London College Communication  
1 Day

**NEW! Introducing Apps for Publishing**  
Consideration of business cases, scope and design relevance.  
*London College Communication*  
London College Communication  
Half Day/ 1 Day

**Introduction to BIC EDI message formats and code lists**  
*Trainer is Stephen Long, Nielsen*  
Central London  
1 Day

**Introduction to XML transactions and web services**  
*Frances Cave*  
Central London  
1 Day

**NEW! Metadata for Beginners - everything you ever wanted to know but were too afraid to ask**  
*Trainer is Natalie Wills, NSW Consulting*  
Central London  
Half Day

**NEW! Negotiating with Suppliers**  
*Trainer is Heather O’Connell, Bluebird Consulting*  
Central London  
Half Day

**NEW! Production for Non-Production People**  
*Trainer is Heather O’Connell, Bluebird Consulting*  
Central London  
Half Day

**NEW! Introduction to Production**  
*Trainer is Heather O’Connell, Bluebird Consulting*  
Central London  
Half Day/ 1 Day

**Understanding BIC subject classification**  
*Trainer is Howard Willows, Nielsen*  
Central London  
1 Day

For further information please visit our website at [www.bic.org.uk](http://www.bic.org.uk) or email us at [info@bic.org.uk](mailto:info@bic.org.uk)  
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