



## PRESS RELEASE

London 20th September 2013

### Back to School with Book Industry Communication (BIC)! #bictraining

**BIC goes “back to school” with a brand new suite of Production training courses, designed specifically in response to its members’ needs.**

Over the past year, BIC’s Training Events and Communications Committee has devised and created a programme of new Production training courses. Developed in consultation with its’ Production Directors Steering Committee, (a committee comprised of the following BIC Member Publishers: Penguin Random House, Simon & Schuster, Egmont UK, Harper Collins, Cambridge University Press, Hachette, Informa and Pearson), these courses provide up-to-date, technical, practical and commercial content to help Production Professional better understand and meet the changing requirements of the industry.

Led by professional trainers and industry experts, courses will, where appropriate take attendees on site and provide practical, hands on experience whilst always relating back to the day-to-day business of publishing.

Suppliers supporting BIC’s Production Training Programme in this way include: CPI Group, Printer Trento, Clays, Mohndruck, TAG Response, Alta Image, Holmen Paper, Garda Paper, Arctic paper, PMS, WTA, and Woodland Media.

Ranging in length from half a day, to two days, the Production courses cover the following areas:

- Introduction to Production
- Ebook Creation
- Printed books (colour & mono, including Print on Demand)
- Pre-Press
- All about Paper
- Introduction to Children’s Production (including an introduction to product safety)
- Shipping and Distribution
- Production for non-Production People.

BIC has worked hard to ensure its courses are not only delivered to a very high standard, but in today’s world of tight budgets, are also competitively priced. Course prices range from £150 to £395 depending on length, and whether or not the trainee belongs to a BIC member organisation.

Courses start in January 2014.

More detail, course profiles and how to book, can be found on the BIC website here: [Training Information](#)

Any queries should go to [Karina@bic.org.uk](mailto:Karina@bic.org.uk)

#### **Evaluation**

At the end of each course, trainees will be assessed via a written exam leading to a Pass Certificate or a Certificate of Attendance. The Pass Certificate in particular will be recognised by the organisations on the Production Directors Steering Committee specifically, and the wider book industry in general. As such, these courses will be a valuable addition to any Production professional’s on-going career development and credentials. This will also provide recruiters with a useful benchmark when assessing candidates.



*The book industry’s supply chain organisation*

## What are people saying?

*“As publishing transforms, production departments are increasingly at the forefront of technological change. This hands-on course, designed and delivered by leading professionals in the field, will give production staff a thorough grounding in traditional production techniques, whilst also helping to develop the new skills required to drive the industry forward. It is a course I will be strongly recommending to my staff as one which will guarantee a level of professional knowledge which is simply not available through any other training currently on the market.”* **[Nancy Roberts – Global Production and Operations Director, Cambridge University Press]**

*“I am delighted that BIC are developing a practical production training programme that will enable us to enhance and develop the skill base in this critical part of our business/industry. Staff coming into the production function are also asking for training and development and this will enable us to meet that need, invest in them to boost their skills and performance, and also improve their feeling of being valued.”* **[Mike Levaggi – Group Production Director, Harper Collins]**

*“Simon and Schuster are looking forward to utilising this resource. This module based course has something to offer for everyone, both new and experienced production individuals.”* **[Russell Evans – Commercial Director, Simon & Schuster UK]**

*“The practical and commercial focus of these new courses, designed for publishers by publishers addresses our needs and will help my team support the business better.”* **[Fiona McIntosh – ]**

End of Press Release



A campaign on behalf of bookshops  
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