



BIC Training Courses

Training for an empowered, informed book industry supply chain

2021





SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

Course Name:

Thema: Essentials Training Course

With guidance on migrating from BIC subject categories

Course Location:

Online / Live Virtual Training.

Purpose of the Course:

This course provides an introduction to *Thema* – the international subject classification scheme for the global book trade – explaining the need for such a scheme; its origins, development and uptake; its benefits across the trade; and the principles of implementing *Thema* in systems and product records.

After examining the key differences (and similarities) between *Thema* and the legacy schemes it is designed to replace, the course will provide delegates with the opportunity to experiment and have hands-on experience with applying correct *Thema* codes.

Benefits of attending:

As part of BIC's suite of metadata training courses, this course will provide an introduction to the *Thema* subject classification scheme in the context of wider metadata best practice. Delegates will discover the benefits and rapid growth of *Thema* in both a global and UK context, and explore the key features of implementing *Thema* in systems and managing the migration from BIC (the current UK standard) to *Thema*, looking at the available tools and supporting documentation.

Delegates will gain an understanding of the structure and application of *Thema* codes, concluding with the opportunity for practical, hands-on experience of allocating *Thema* codes, with a view to demonstrating how accurate subject classification is essential for effective search and discovery in-store and online.

Attendance will enable delegates to act as *Thema* advocates within their own organisations.

Course Level:

This course is aimed at anyone with an interest in book product data quality in general, and book 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. Some familiarity with bibliographic subject classification (e.g. use of schemes such as BIC, BISAC or *Thema*) is assumed, but not considered essential.



Course Content:

Prior to the course, delegates will be contacted to enquire whether they have any specific areas of concern / interest. Although the course can be tailored to its attendees to a certain degree, the overall content is as follows:

- An Introduction to *Thema* including its origins, benefits, development and adoption
- *Thema* Implementation
- Context, i.e. how *Thema* codes are used globally
- Hands-on, practical sessions in assigning *Thema* codes

Course Length:

This is a half-day course which will be delivered from 1pm-5pm (GMT) on the dates specified below.

Course Dates for 2021:

Tuesday 26th January 2021.

Wednesday 28th April 2021.

Further dates may be added to this list in due course.

Price:

BIC & EDItEUR Members £140 + VAT

Friends of BIC £165 + VAT

Non Members £190 + VAT

Course Trainers:

Graham Bell – Executive Director, EDItEUR

Graham is Executive Director of EDItEUR, and is responsible for the overall development of EDItEUR's standards and the management services it provides on behalf of other standards organisations (including the International ISBN and ISNI agencies and the IDF). He joined EDItEUR as its Chief Data Architect in 2010, focusing on the continuing development and application of ONIX for Books, *Thema*, EDItX and on other EDItEUR standards for the global books and serials sectors.



Graham is an experienced trainer and speaker. He previously worked for HarperCollins Publishers in the UK, where most recently he was Head of Publishing Systems leading the development of bibliographic and digital asset management systems.



Chris Saynor – Standards Editor, EDItEUR

Chris is responsible for EDItEUR's book publishing standards including ONIX, *Thema* and EDItX. He joined the organisation in late 2016. For the previous eight years, Chris worked for GiantChair Inc. in Paris as a metadata specialist and project manager, and has been responsible for implementation of the Onixsuite application in many publishing organisations. He is widely known for his work with French industry liaison body CLIL and with BISG committees. Prior to that, Chris has a 20-year background in bookselling with Waterstones and WHSmith.

