



tourism
northernireland

Welcome Everyone to ...

Tourism NI's Content Pool Introduction

Northern
Ireland
Embrace
a Giant
Spirit



Your hosts for today:
Lynette Conlon – Digital Content Management
Executive
Tara Blee – Placement Student/Digital
Asset Management (DAM) librarian

 Fáilte Ireland

 Tourism Ireland



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What will you learn today?

1. Content Pool overview
2. Tourism Partner Collaboration
3. Can I access restricted assets?
4. Third party sharing
5. Commissioning your content
6. Features/Benefits
7. Demo



What is the 'Content Pool'?

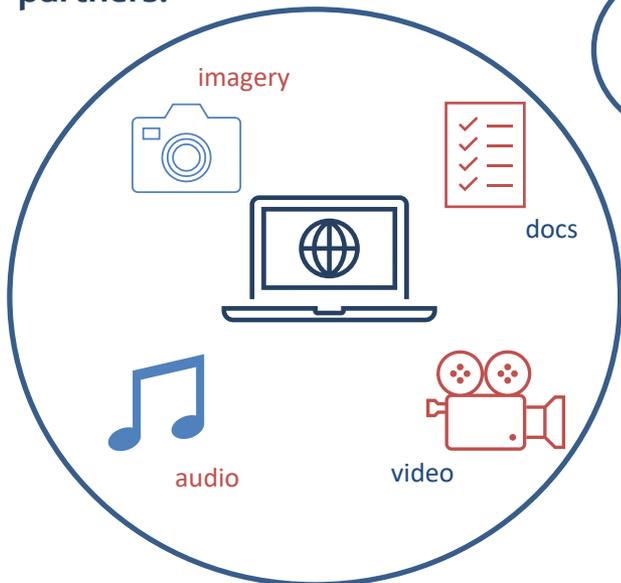
An evolving universal digital asset management (DAM) cloud-based platform.

In simple terms...

*An online content asset library that facilitates free promotional content marketing assets for the NI tourism, industry, media and tourism partners.

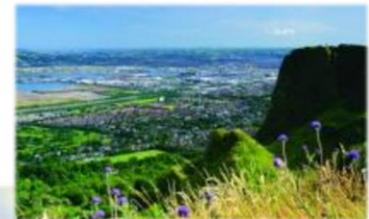


Globally recognised content management provider since 2001.

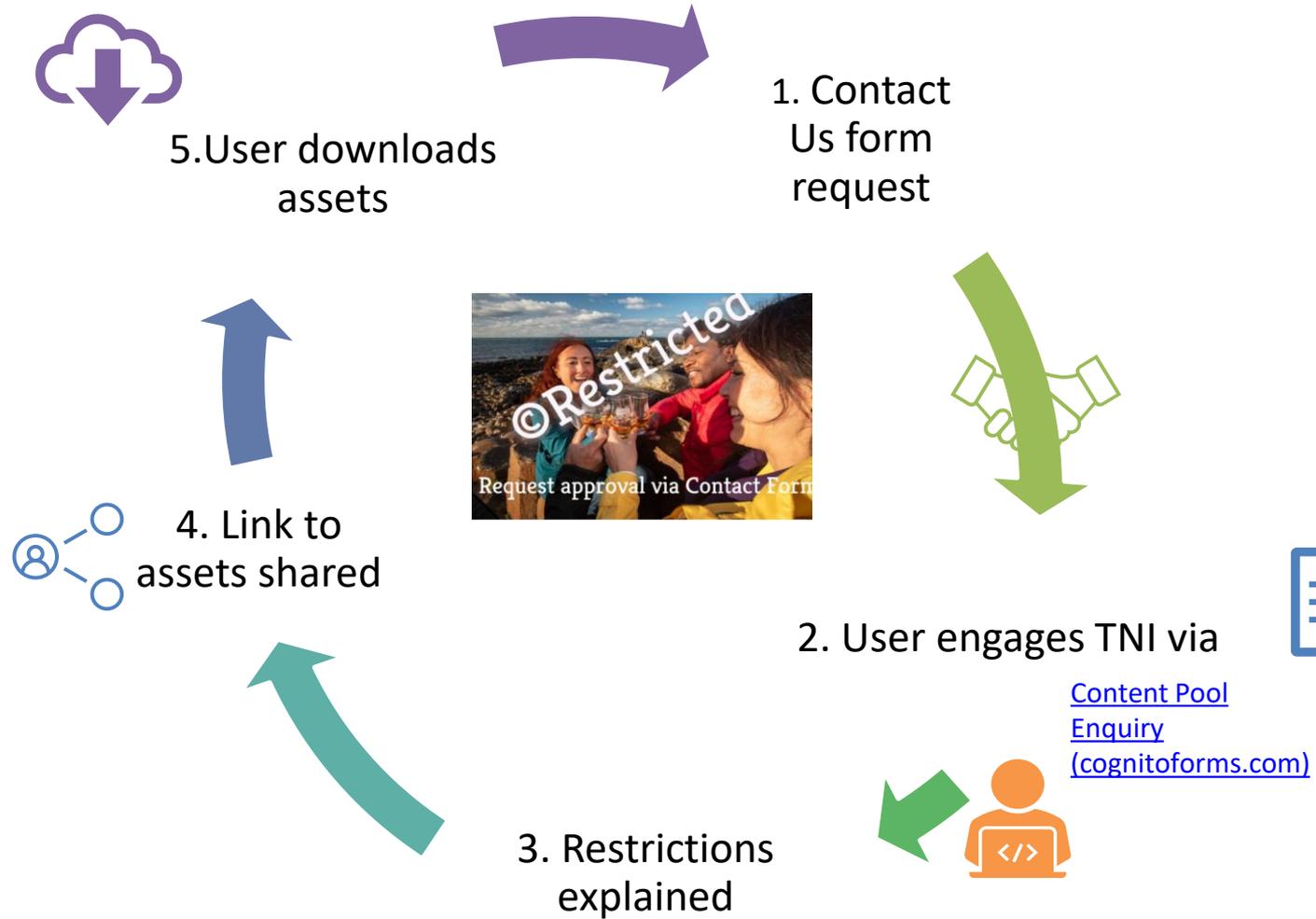


What type of content can I access?

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Restrictive Assets Access – The Process



TNI Third Party Sharing – The Present



Content Commissioning for Industry



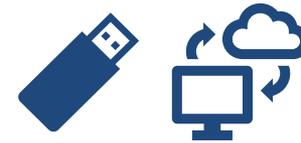
People

- Model/extras Agency
- Casting contracts
- Staff
- Model release form
- Terms of usage
- Marketing channels
- Voice over



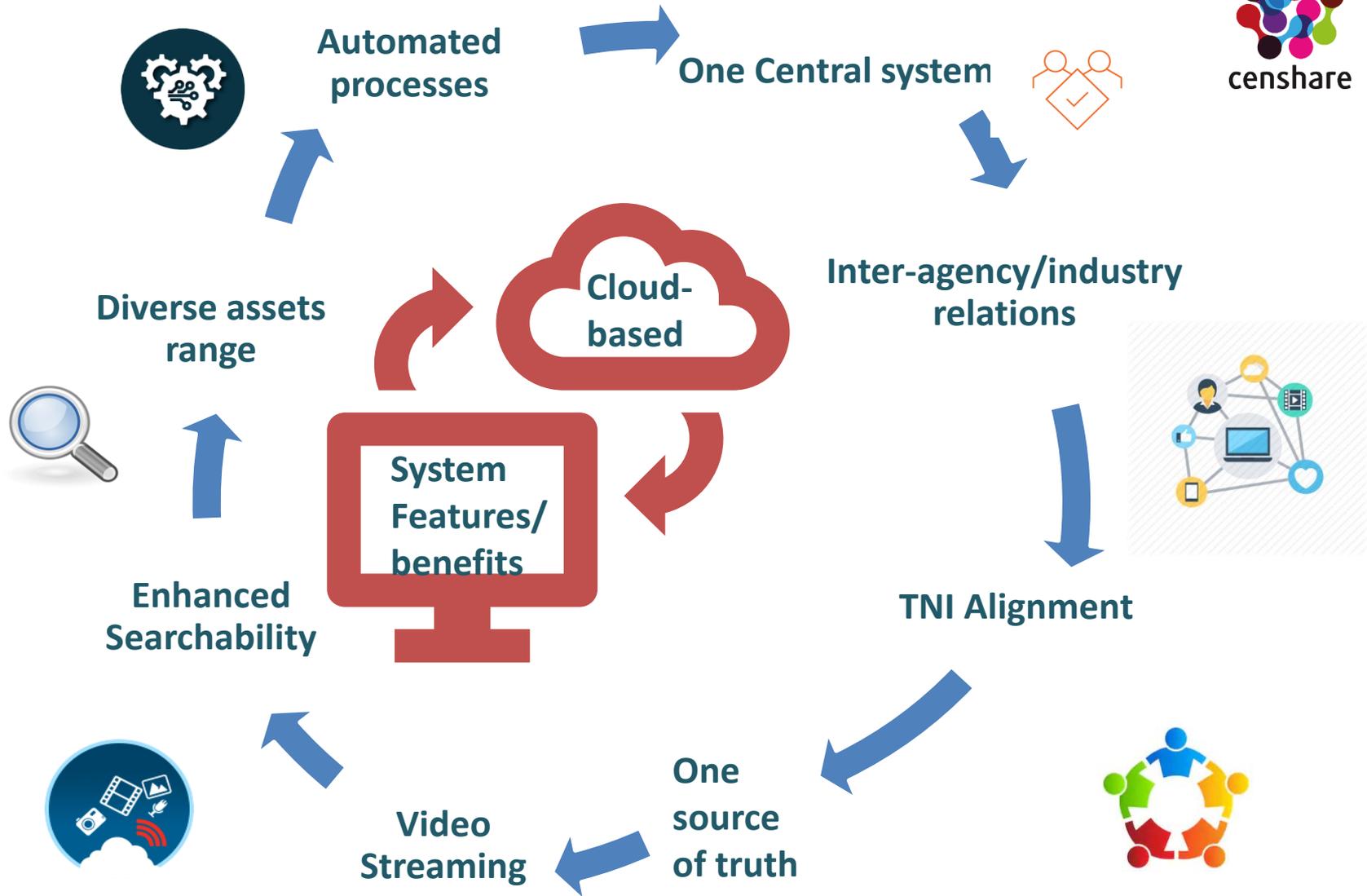
Creator

- Copyright /ownership
- Terms of usage
- Be brief specific
- Formal Contract
- music



Finished product

- Branding
- Clean v edited assets
- Time-lines
- Formats
- Hard drive/online
- storage



DAM Long-term goals



1. Build an intuitive, future-proof integrated cloud-based DAM platform

2. Maximise its value by housing all digital assets

3. Ensure digital preservation through Digital Rights Management

4. Market alignment across all 3 organisations

5. Build, develop and evolve the system to meet organisational/end-user requirements



Public User Media Portal



Welcome to Northern Ireland's official Content Pool

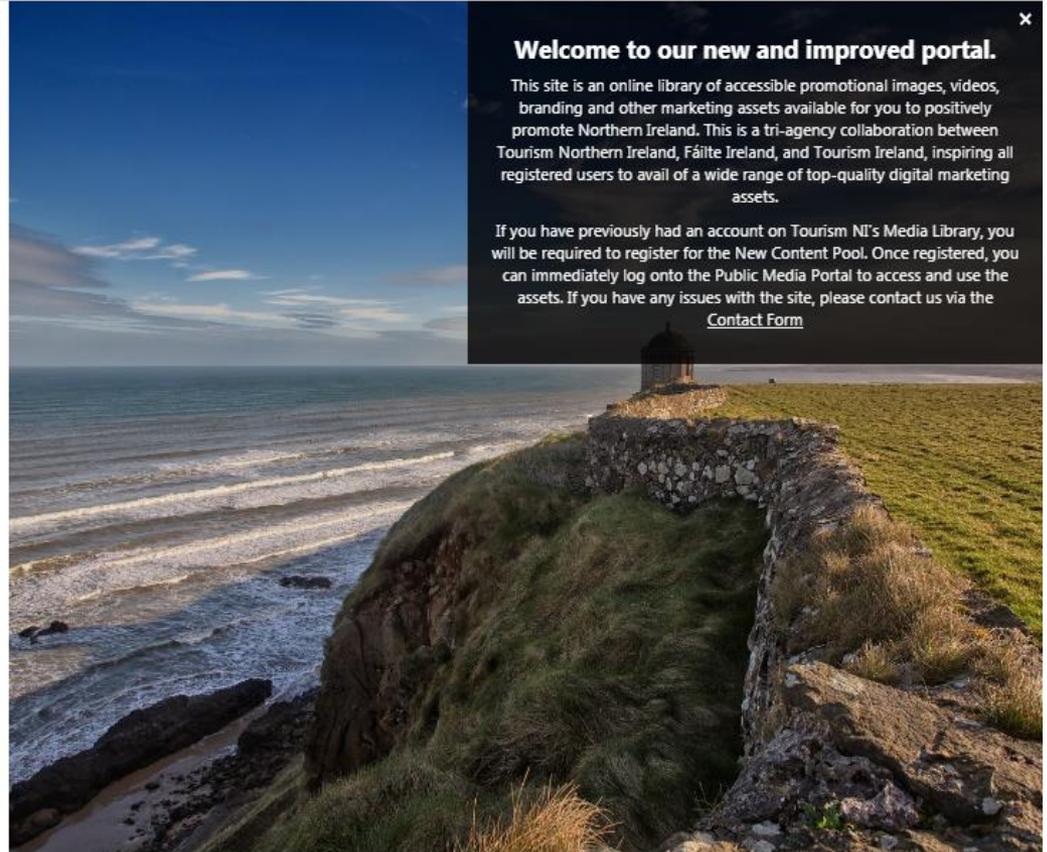
Brought to you by Tourism Northern Ireland.

Remember me

[Forgot Password?](#)

LOGIN

SIGN UP



Welcome to our new and improved portal.

This site is an online library of accessible promotional images, videos, branding and other marketing assets available for you to positively promote Northern Ireland. This is a tri-agency collaboration between Tourism Northern Ireland, Fáilte Ireland, and Tourism Ireland, inspiring all registered users to avail of a wide range of top-quality digital marketing assets.

If you have previously had an account on Tourism NI's Media Library, you will be required to register for the New Content Pool. Once registered, you can immediately log onto the Public Media Portal to access and use the assets. If you have any issues with the site, please contact us via the [Contact Form](#)



'How to' Video Guide



Contact Form



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Thanks for you
for listening..
any questions?



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