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Summer Lunch & Learn

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Dive into the Content Pool

Lynette Conlon
Digital Content Management Executive
Tourism Northern Ireland



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Tourism NI... 'Lunch & Learn' Webinar Series

Let's Dive into the Award
winning Content Pool – Wed
14th June 2023

Your Host: Lynette Conlon,
Role: Digital Content
Management Executive,
Managing the Content
Pool



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What will you learn today?

- An overview of the marketing platform
- Benefits/Features
- User responsibility
- Quick Demo
- Third Party sharing
- GDPR & Copyright
- Content Commissioning Tips



A Content Pool Overview

An on-line repository facilitating free promotion of marketing content assets for the NI Tourism industry to enhance your marketing content.

Media Assets



Immersive



Trad Culture

Accessible experiences



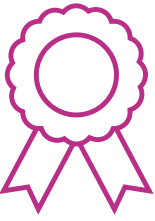
Locally Sourced



Branded experiences



A Tri-Agency Collaboration



**TOURISM
NORTHERN
IRELAND**

Fáilte Ireland



**Tourism
Ireland**

Welcome to Ireland's official Content Pool

Brought to you by Fáilte Ireland and Tourism Ireland.

Remember me [Forgot Password?](#)

- [LOGIN](#)
- [SIGN UP](#)
- [CONTACT US](#)

Welcome to Northern Ireland's official Content Pool

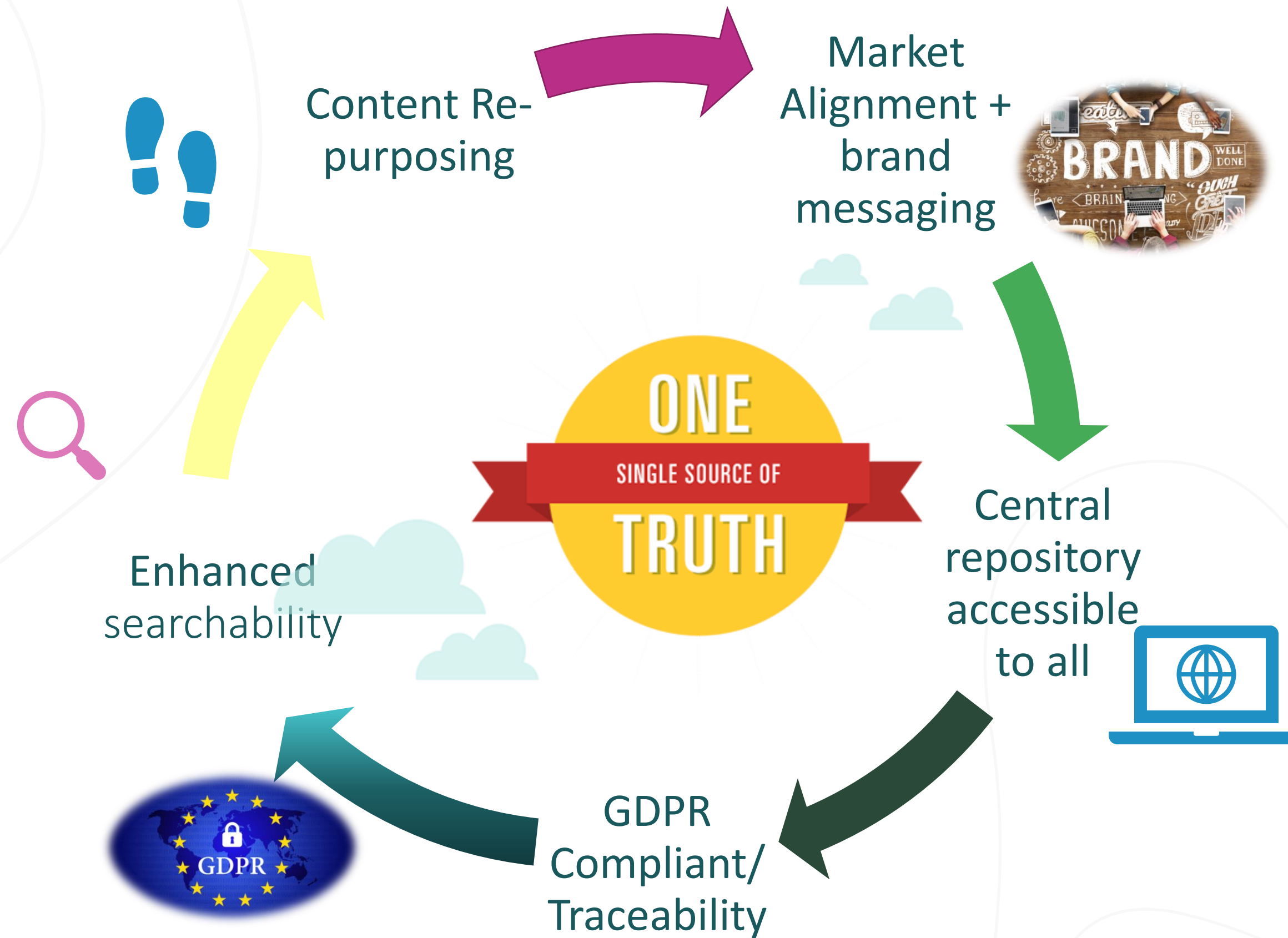
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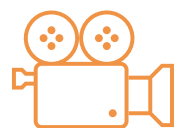
★ The Benefits









GOLDEN RECORD



★ current

- 🔍 Enhanced searchability
- Usage Information
- Download formats 
- Featured Assets 
- Video Streaming 


★ New Features

-   New & Improved Contact form
- Enhanced Collection Sharing 
- Asset Display 
- Downloads area 
-  How To Guide

 [Northern Ireland's Content Pool - Online Marketing Assets \(tourismni.com\)](https://tourismni.com)

End-User Responsibility



Adhere to Terms & Conditions:

- Apply Credit line accordingly
- Review Expiry dates annually
- Non-commercial usage
- Prohibits image altering
- Use assets appropriately

Asset Sharing: Private Collections

Autumn Collection 



Brook Hall Estate and Gardens, Stories of Brook

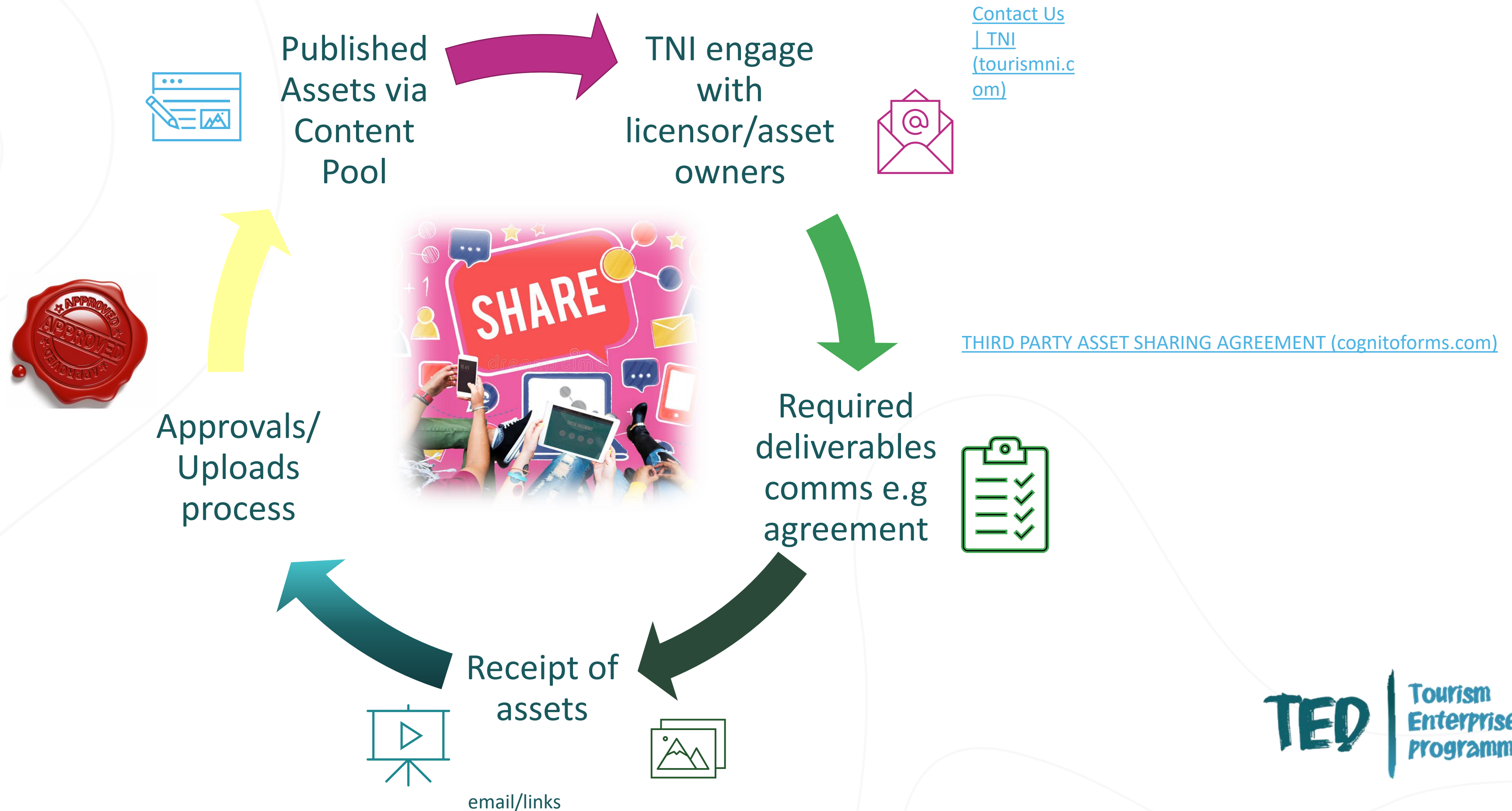


Share collection 

Cancel

****Track and Traceability**

Third-Party Sharing

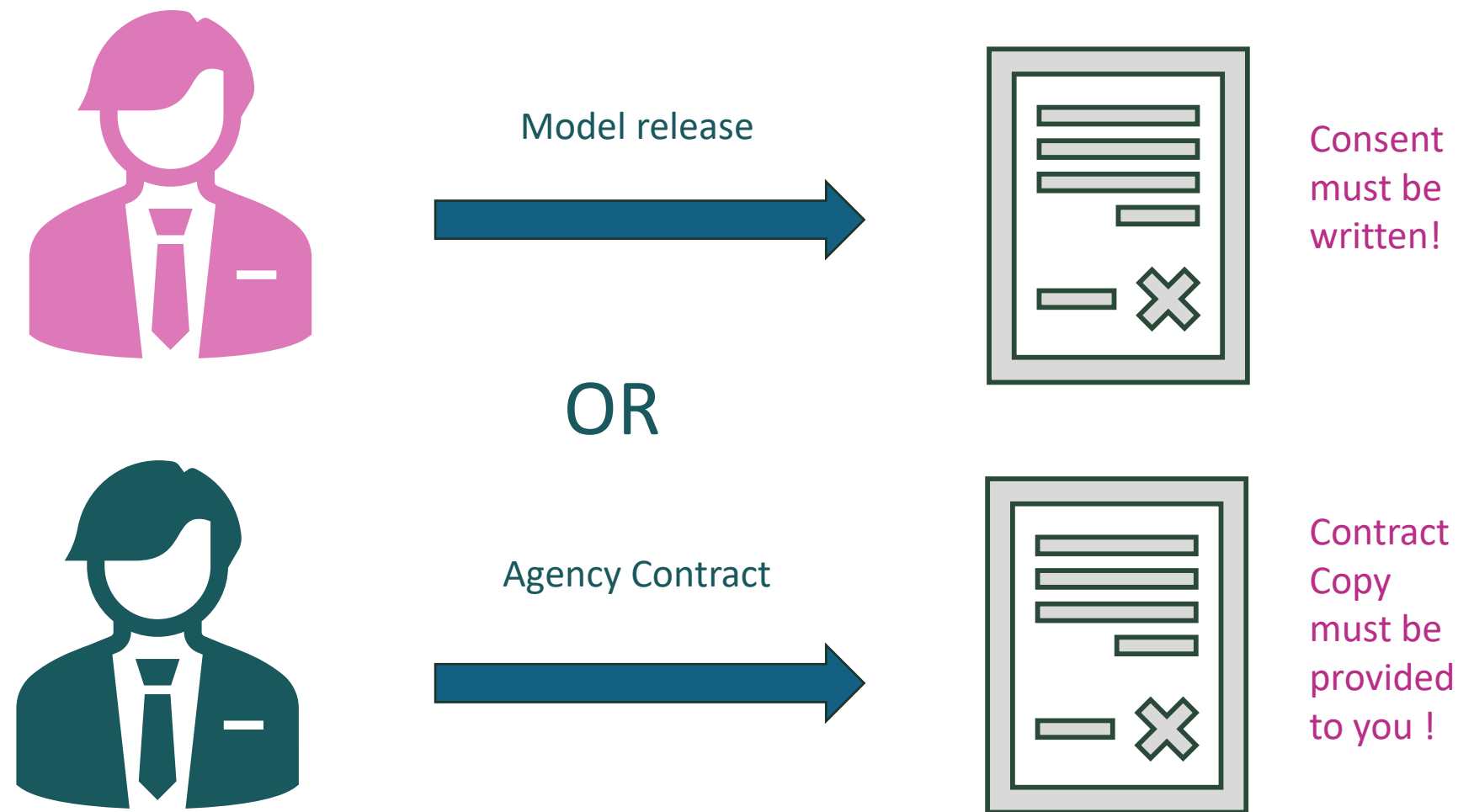


GDPR & Consent Management

- GDPR sets out the key principles, rights, and obligations for most processing of personal data

How is this relevant to you?

Ensure Personal Data is protected in the sharing of assets



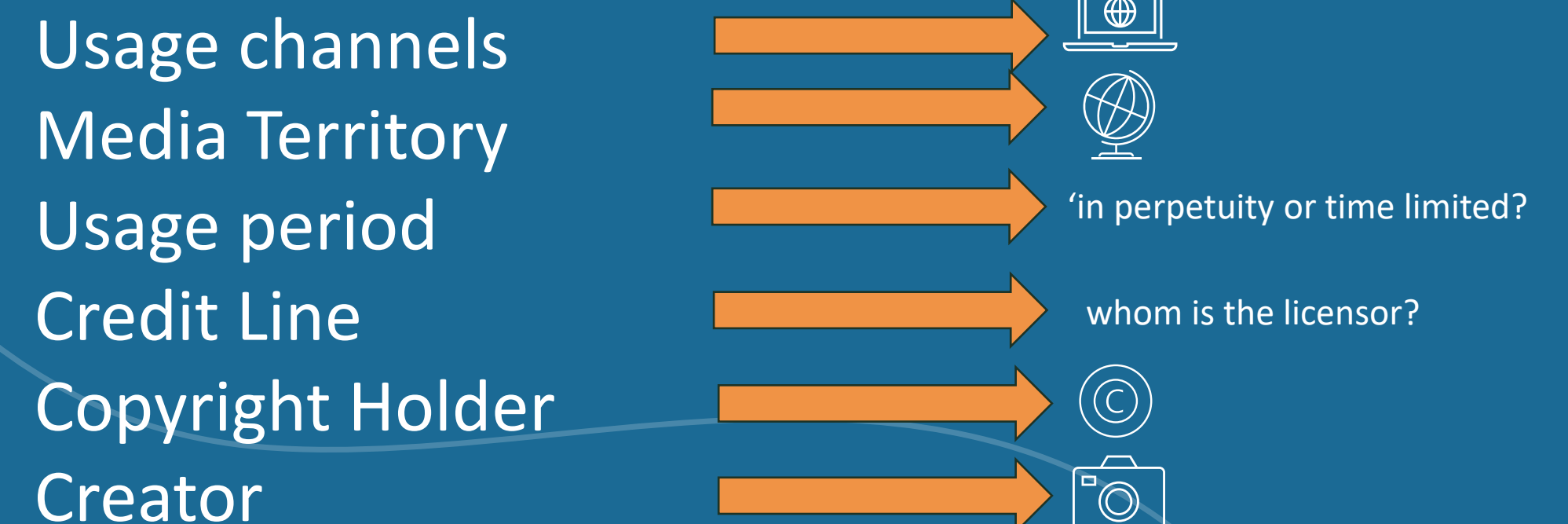
VERBAL CONSENT IS NOT ENOUGH!

COPYRIGHT ©

- Copyright is the legal right that protects the use of created work once the idea has been physically expressed.
- Copyright law lays out a framework of rules around how that work can be used. It sets out the rights of the owner, as well as the responsibilities of other people who want to use the work.

[What is Copyright? - Copyright Aware \(bbc.co.uk\)](https://www.bbc.co.uk/1/health/2017/07/170720_copyright_aware)

Usage Rights

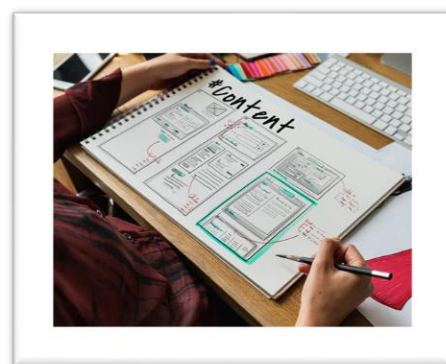


If you don't know the answer don't share!

Content Commissioning tips

Pre-planning

- Identify your budget
- Supplier Engagement
- Appoint a supplier
- Draw up a briefing- Creative Direction
- Agree Logistics
- Draw up a formal contract



Post-Processing

- Terms of usage confirmed
- Model Release
- Location permission
- Time-lines
- Approvals process
- Deliverables



The End Result

- Brand awareness
- Media visibility
- Accountability
- Content Ownership
- Content Sharing
- Enhance your marketing content through visuals
- Competitive Advantage



Thank
you

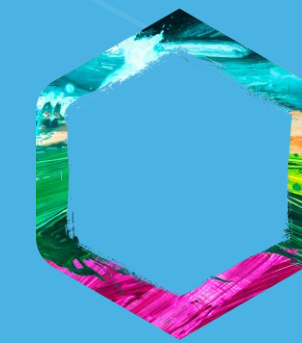


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