# Third Light powers up Goodwood's world famous Festival of Speed

Goodwood is a spectacular Estate in the heart of West Sussex and is home to the world famous Festival of Speed, Goodwood Revival and Qatar Goodwood Festival. Third Light's digital media library helps Goodwood's PR team deliver coverage of the Festival of Speed — we caught up with the team to find out more!

Paul Melbert, Design Studio Manager at Goodwood, wanted the photographers that cover these world famous events to be able to upload their digital media to a centrally managed system, where they could easily share and collaborate with their PR and marketing teams. Likewise, the PR and marketing teams needed to be able to find, edit and download digital media quickly and easily, using a central hub where they can chat, share and collaborate in real-time.

Third Light were thrilled that Paul chose their digital image library to fulfil those needs.
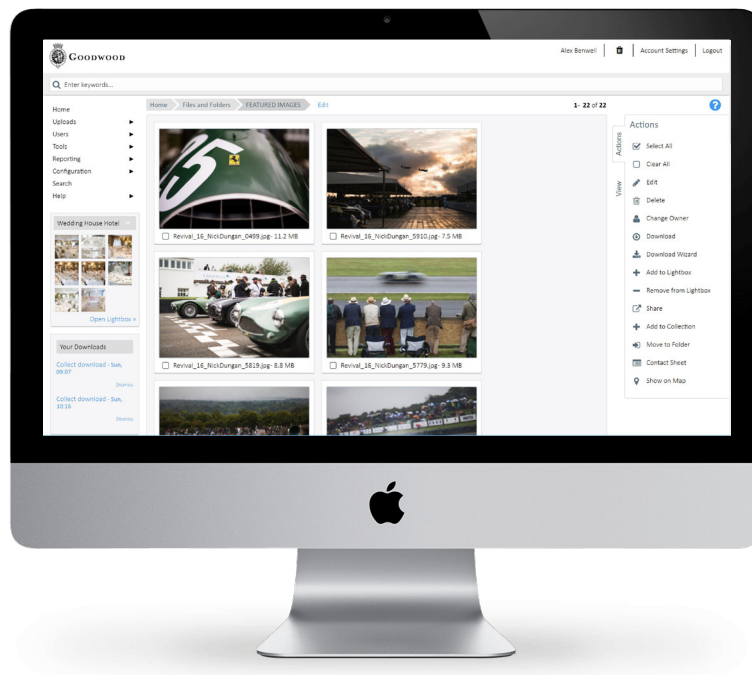
Paul remarks:

> **"Third Light is a very intuitive piece of software that allows very straight forward browsing, sourcing and approval of the images. So far we have just touched the surface and it's been very impressive. Photographers can upload their imagery to one central, common holding area where they can be approved and then tagged with keywords so they can be easily found and accessed by our PR and digital team.**

Following their purchase of Third Light's digital media library, Paul's team at Goodwood were keen to get the system in place to be able to support their marketing efforts for the first time at the Goodwood Festival of Speed, attended by over 200,000 people over 4 days.

With the aim of implementing the software quickly and delivering an effective and comprehensive training program to the team, Martin Cox, Third Light's Training Manager, headed down to Goodwood House. After spending the morning in the design studio, running through the functions and processes of the software, Martin then introduced the system to other team members throughout the Goodwood Estate including the Hotel, Racecourse, Aerodrome and Racing Circuit. The Goodwood team found the easy navigation and visual cues really helpful when learning to use the software.

Martin also attended the event, offering user support onsite, with system back-up by the development team in Cambridge.

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The system worked extremely well and as Paul reports:

> **"** *Our first real-world use of the software was at this year's Goodwood Festival of Speed. We are looking forward to populating the software with all of our imagery and developing the way we use it day to day. Third Light will without doubt save us a huge amount of time across the many and varied businesses on the Goodwood Estate.*

Paul noted that being able to tag multiple images or folders at once has already been very beneficial and hugely timesaving. He adds:

"As the system learnt our tag lines it was actually helping us as we progressed throughout the event. Third Light's customer service has been excellent, from their initial online demos, which we were all enthralled by, to the customer training and onsite technical support from Martin. Just superb detail!"

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Third Light is a next-generation digital media library that empowers brands and organisations worldwide to manage all media files in one place. Powerful, intuitive and secure, Third Light has been designed with simplicity at the very heart of its functionality, using the latest technology for teams to organise, tag, find, share, edit and download all digital files quickly, easily and securely.

Over 500 customers worldwide, including NATO, BAFTA, The Met Office and AS Roma use Third Light to help them manage, store, share and distribute digital files more effectively. Visit www.thirdlight.com/trial for a 30-day free trial or just ask@thirdlight.com to request a demo.