



# THE CREATIVE PASSPORT

TAKE CONTROL OF YOUR  
DIGITAL IDENTITY

FOR MUSIC MAKERS BY MUSIC MAKERS





# WHAT IS THE CREATIVE PASSPORT?

A PERSONALISED  
DIGITAL IDENTITY FOR MUSIC MAKERS

It helps you to:

**ACCESS**

**UPDATE**

**MANAGE**

**SHARE**

information about yourself and your works



# WHICH INFORMATION?

## PROFILE INFO

(Real name, artistic names, blogs, pictures, etc)

## DESCRIPTIVE METADATA

(Skills, Roles, interests Inspirations, etc)

## IDS & REPRESENTATIVES

(Gov. ID, ISNI, IPI, IPN, your past/present label, publisher, agent)

## CONTACTS & TEAM

(General contact, Manager, lawyers, PR)

## OTHER INFO

(Collaborations, Credits, Awards, live perf, Brands, etc)





## **WHY DO I NEED IT?**

### **ONE LOG-IN FOR SEPARATE PROFILES**

No need to upload and update your info on every platform eg Spotify, Apple Music, Tidal, Deezer, Youtube, Soundcloud etc

### **BE FOUND MORE EASILY**

By brands, films, TV series, colleagues and other opportunities for work and collaborations

### **ENSURE YOUR ONLINE INFORMATION IS CORRECT**

Manage your digital self as this is how people and businesses connect with you



# OK... SO WHAT CAN I DO WITH MY CREATIVE PASSPORT?

## **LOG IN TO MUSIC SERVICES**

(no more accounts/passwords to remember)

## **KEEP YOUR PROFILE INFORMATION UP TO DATE**

(From one place. No updating your biography in 30 different places)

## **SHARE UPDATED INFORMATION**

(To services, your label, publisher or collaborators)

## **FIND COLLABORATORS**

(Based on the profile info available)





## HOW DOES IT WORK

### **SIGN UP and VERIFY YOUR ID**

Ensuring that the REAL PERSON claims  
the right ARTISTIC PERSONA

### **START POPULATING YOUR PROFILE**

Verify / amend public info or enter new info

### **DECIDE PUBLIC/PRIVATE/RECEIVERS**

Choose from public (info published in your public profile) or  
Private (for your eyes only) and decide which service  
receives which info.

### **SHARE YOUR PUBLIC PROFILE & BROWSE THE PROFILE PORTAL**

Share public link, Find / be found based on your public profile info



# **SIGN UP and VERIFY YOUR ID**

## **ONCE WITH THE CREATIVE PASSPORT**

### **WHAT DO I NEED TO DO?**

**1. SIGN UP AND VERIFY YOUR EMAIL ADDRESS**

**2. TAKE A PICTURE OF YOUR PASSPORT**

Use our partner's app YOTI - a similar verification process to monzo/revolut/venmo

**3. VERIFY YOUR MUSIC INDUSTRY IDENTIFIERS**

With entities such as PRS and PPL (UK), ASCAP, BMI, SESAC, SOUND EXCHANGE (US), and more. You just log in their portals - super easy





# POPULATE YOUR PROFILE

UPDATE YOUR PROFILE INFORMATION IN ONE PLACE.

## WHAT DO I NEED TO DO?

### 1. WE GATHER INFO FROM THE WEB ABOUT YOU

If Info is correct, no need to type again. If it is not, edit it on your Creative Passport

### 2. FILL UP SUGGESTED CATEGORIES

The more information you provide, the more you are discoverable

### 3. CREATE OTHER CATEGORIES

Add more if you don't think we have captured everything





# PUBLIC/PRIVATE/RECEIVERS

## SHARING YOUR INFO

### WHAT DO I NEED TO DO?

#### 1. PUBLIC INFO

Your own Creative Passport dashboard. Only you can make info public

#### 2. PRIVATE INFO

4 different biogs? Keep them all in there for yourself or your team

#### 3. INDUSTRY INFO

Have everything about you in one place at the touch of a button





# SHARE YOUR PUBLIC PROFILE & BROWSE THE PROFILE PORTAL

FIND COLLABORATORS BASED  
ON THEIR UNIQUENESS

## WHAT DO I NEED TO DO?

### 1. SHARE YOUR PUBLIC PROFILE

Use the web link or download the PDF. No more “where can I find your latest profile pic / manager or press contacts”?

### 2. USE THE PROFILE PORTAL

Search other people based on their public profile info. With map functionality, you can also make your location public





**AND LAST BUT NOT LEAST...**

**THE CREATIVE PASSPORT IS FREE FOR MUSIC MAKERS!**

**WE THINK IT IS YOUR RIGHT**  
to own your own information.

**WE ARE A NOT-FOR-PROFIT**  
We charge Services to access your verified log in / info.

**WE SAVE ADMIN WORK**  
and increase information accuracy of both for YOU  
and businesses interacting with you





# YOU GOT MY ATTENTION! WHAT NEXT?

## **SPREAD THE WORD**

The more music makers are aware of Creative Passport... the better!  
We don't have tons of budget so we need your help

## **BECOME A BETA TESTER**

From Summer we will start to beta test the platform ahead of its public launch. We need real time feedback to make this into a platform that works for us all.

## **BECOME AN AMBASSADOR**

Help us spread the word on the CP and encourage your music making colleagues to sign up. Start by sharing this doc - it all helps!





# THE CREATIVE PASSPORT

**THANK YOU!**

**THERE IS NO CREATIVE PASSPORT  
WITHOUT YOU AND YOUR SUPPORT**

Imogen Heap, Carlotta &  
The Creative Passport Team xx

Follow us [@TheCreativePass](https://www.instagram.com/TheCreativePass)



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