



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)



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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