

Creative Fair Play

Collaboration and outsourcing are essential in the creative industries. The success of your partnership – temporarily, on a platform or through intermediaries – strongly depends on the equilibrium between all parties. We present seven best practices to collaborate successfully with creative entrepreneurs.

Client, creative entrepreneur or both? This positive manifest will lead to a mutual engagement and produces durable results.

No such thing as a free lunch.

Don't ask for free. Don't work for free. Not as a 'test', not 'to enhance your portfolio'. Nobody asks the same thing from a lawyer or a shop owner. A correct compensation is the best way to sustainably support quality in the creative industry.

Fair play in contests.

Commissioning by competition can be a nice way to find new partnerships, but make sure to compensate every participant. Reward the process, not the result. Don't overuse the contest formula and stick to clear criteria to grant your commission.

Settle intellectual property.

Without a formal agreement, the author controls the copyright. Settle the intellectual property if you want to see this differently. Compensating in royalty's implies the clients integrity and transparency of the sale. The contractor must assure the authenticity of his creative output.

Good agreements make good friends.

Prior to the transaction, write down scope, goals, target groups, planning, deadlines and compensation, number of correction rounds, cost allocation and responsibilities. The better the briefing, the better the work. Also discuss a termination clause. Job platforms and intermediaries like agents or recruiters often impose general conditions that may impact your engagements.

Use reasonable terms.

Creativity can only flourish in an environment of trust and appreciation. Stick to agreements. Respect payment terms of 30 days and avoid going over budget.

Tip: an advance shows mutual engagement from the start.

Recognize the makers' work.

If the creative entrepreneur gets credit for his work, his engagement will be enforced – the client wins credibility.

Give freedom to your partner.

Someone serving other clients, even in the same line of business, is richer in experience. Don't insist on an unnecessary exclusive partnership. Of course, be loyal and discrete with knowledge you got from working together. Business secrets can be protected with a non-disclosure agreement or NDA.



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