

| BUMAYĒ | CREATIVE PROFESSIONALS

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BUMAYÉ is looking for **innovative and enterprising creative**, technical and aesthetics professionals, but above all professionals in **ideas** and **message development**. We need people who are true to their own styles, but also willing to explore **new forms of collective organization and are keen to share their knowledge and face new opportunities**.

If anybody wants to join the community and have access to the services for creative professionals, an application form has to be sent to BUMAYÉ, which will be accepted or rejected, after analysing the **quality** and the appropriateness of the applicants' work according to the company's style and objectives.

Currently, the **new creative professionals are accepted into the community free of charge**. In the future, new members may have to pay monthly fees which could differ depending on the importance of the creative company concerned. Quality will always be essential when accepting new members.

The community and its staff are willing to receive **professionals and projects** which allow the **development of innovative contents of a certain quality**.



SERVICES FOR CREATIVE PROFESSIONALS.

BUMAYÉ's work process and its open and organized community structure offer enterprising creative professionals **solutions with certain benefits and a high level of competitiveness.**

Services for creative professionals

- **Research funding** for their projects. All the ideas must be carried out.
- **Face-to-face talk with customers**, not always an easy task to be done.
- **Contracts and business management** of the projects. Fewer formalities to accomplish.
- **The promotion** of projects and their authors.
- The possibility of **outsourcing the commercialization and marketing** of projects.
- **Publicity on the website**, where creative professionals are presented as linked to the community and the works which best represent them.
- **Support and accompaniment** during all the audiovisual contents' production process.
- **Discounts** for public **activities** promoted by BUMAYÉ.
- **Specialized legal and strategic advice** in the audiovisual sector.

Benefits for creative professionals

- **Easy business management** and easy commercial management of the projects.
- **Commercial network expansion** and contacts beyond usual customers and markets.
- There are public sector companies and institutions which do not require audiovisual contents from partnerships. Through BUMAYÉ, freelance creative professionals are in contact with **customers who require other legal forms.**
- **Public representation** of belonging to a quality and innovative community.
- All creative teams and professionals are **independent**, but linked to the community.
- **Intellectual creation/propriety rights** guaranteed and respected.
- The **exchange** of knowledge and experiences.
- Possible **collaborations** with multidisciplinary creative teams.
- Access to **specific training** activities.
- Possible direct and visible participation in BUMAYÉ's **communication channels** such as social networks and its digital magazine, YÉ.



MAIN OBJECTIVES.

BUMAYÉ offers support for carrying out a variety of creative projects in a number of different **formats** in areas such as:

Animation / Apps / Art / Cinema / Documentaries / Publishing / Spaces / Photography / Graphics / Identity / Illustration / Interactive computing / Mapping / Fashion / Music / Performances / Advertisement / Social Media / Theatre / Typography / Web / Web-series

BUMAYÉ helps the development of Cultural and Creative Industries (CCI), aiding this sector's professionals and small companies to adapt to economic challenges through the development of **cooperation, specialization and technological, communicative and organizational abilities.**

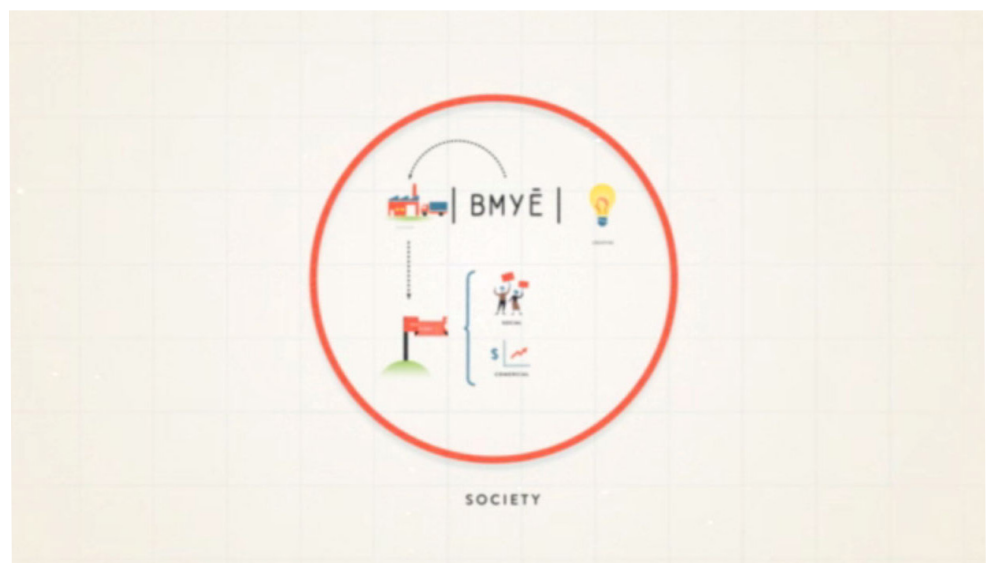
CCI encompass companies and professionals devoted to information, experiences and knowledge production, creation, publication, distribution, exploitation and management. This work area concentrates a huge variety of industries of all sizes which, despite of their different natures, have to face similar challenges.

Most significantly among these objectives are phenomena such as information and communication **digitalization**, the increasing use of **ICT**, its increasing impact on economy and the direct contact with thousands of users through multiple channels and devices. The audiovisual creative professionals should take advantage of these circumstances and try to learn from this constantly transforming age which offers new opportunities to the sector and the possibility of having a greater impact.

One of the most generalized trends in the sector is the domination of big corporate groups which could restrict the development of independent and innovative strategies. As a result, there is a need to design new **corporate management strategies** and new ways of organizing work based on **mutual collaboration.**

Furthermore, the reduction of technological obstacles and the reduced importance of production localization could make easier the path to enterprising initiatives that may **be exported** or linked to **new emerging markets.**

Thanks to the promotion of a community formed by independent creative professionals, BUMAYÉ manages to bring together the **supply and demand** for creative talent, in an organized way, guaranteeing through its mediation the absolute quality of the developed works. BUMAYÉ places equal importance on creative professionals and companies, such that **individual and collective projects have a greater chance of being promoted.**



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