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ANNUAL CONFERENCE ON INTERNATIONAL SPORTS LAW

“A Year in Sports Law”



SKY SPORTS



OFFICIAL MEDIA PARTNER

**SPORT
BUSINESS**



Following a presentation on the important developments from the preceding 12 months, a panel of experts from the sports industry will consider the key legal and business issues in four separate panel sessions on:

- **Football**
- **The Olympics and Individual Sports**
- **Technology in Sport**
- **Betting and Integrity**

Chairman:

Richard Verow Head of Legal, Sky Sports
Key Note Speaker to be announced

Panellists:

Andy Anson Chief Executive, England 2018 World Cup Bid
Adam Brickell Head of Legal & Compliance, British Horseracing Authority
Aidan Cooney Chief Executive, Opta
Simon Drake Chief Legal Counsel, Business Affairs, UEFA
Darren Eales Director of Football Administration - Tottenham Hotspur FC
Jonathan Hall Director of Football Services, The FA
Oliver Hunt Partner, Onside Law
Rhadamès Killy General Counsel, French Online Gaming Regulatory Authority, ARJEL
Guy Kinnings SVP & Director of Golf (EMEA), IMG
Mark Lichtenhein New Media Director, PGA European Tour
David O'Reilly Head of Regulatory Affairs, Betfair
Jonathan Orr Finance Director, PGA European Tour
Al Ruxton Head of Legal Services; Sport, LOCOG
Jamie Singer Partner, Onside Law
Ed Smith Broadcaster and Times Journalist
Simon Thorp Partner, Onside Law
Chris Walsh Partner, Onside Law

**CPD
CERTIFIED**
The CPD Certification
Service

2 February 2011
Chelsea F.C. Stamford Bridge, London

WHY YOU SHOULD ATTEND

We are at the beginning of what some have called a "Golden Decade" for British Sport. In addition to the 2012 Olympics, Britain will host the 2015 Rugby World Cup, the 2013 Rugby League World Cup, the 2013 Commonwealth Games and perhaps even the 2018 FIFA World Cup. Sport and the business of sport will take an ever more prominent place in national affairs and this conference will consider the key legal issues which affect sport and which will form such an important part of the planning and implementation of the Golden Decade.

WHO SHOULD ATTEND

Lawyers, advisors, agents and all executives working in or with the sports industry, its federations and governing bodies, and all those working in any way with sports events, administration, rights, broadcasting, or sponsorship.

ACCREDITATION

This Course merits 5.5 hours under the UK Solicitors Regulation Authority self-accreditation scheme.

Ref:CJA/MAFO

SportBusiness Group is the world's leading supplier of information, media and B2B marketing services to the sports industry. SportBusiness Group has established its reputation as the "leading voice" for the International sport business community, supplying a host of informational products, including SportBusiness International magazine and a wide range of reports covering all aspects of sports business.

For more information on any of our products please visit www.sportbusiness.com, or

Call +44 (0)207 954 3427

DOCUMENTATION

Delegates will receive a course material folder containing documentation which will be a valuable source of reference for the future.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

CHAIRMAN

Richard Verow is a solicitor and is Head of Legal – Sky Sports. He was previously Head of Legal Commercial at UEFA and worked as an in-house lawyer for the International Cricket Council. He has over 15 years' experience in the sports and entertainment business.

PANELLISTS

Andy Anson is leading England's bid to bring the FIFA World Cup™ to England for the first time in over 50 years. He has a decade of strategy consulting experience, mainly to the media and entertainment sectors and until December 2008, he was the CEO (Europe) for the ATP. Before moving to the ATP, he was the Commercial Director of Manchester United FC.

Adam Brickell is Head of Legal and Compliance and oversees the legal function at the BHA. This includes advising BHA and Racing Enterprises Limited, on a range of intellectual property, commercial and corporate matters. Adam is also head of the Compliance team, which is responsible for providing legal advice and bringing disciplinary charges for breaches of the Rules of Racing.

Aidan Cooney is the founder of Opta and has been its CEO since 2002. He has overseen its establishment as a leading sports data business in Europe with operations in the top five sports markets in the continent. The business has grown to collect data in 17 different sports servicing more than 200 customers worldwide. Aidan was previously a founding employee and director of Sports.com Ltd.

Simon Drake is Chief Legal Counsel, Business Affairs at UEFA with responsibility for all UEFA's business and events activities, sitting on the Management Board of UEFA Events SA. Prior to joining UEFA Simon was Head of Legal and Business Affairs, Sport at ITV where he was responsible for rights acquisitions and management of ITV's investments in and relationships with Liverpool FC, Arsenal FC and MUTV, holding board positions on the digital channel businesses. He has worked in sport and media for the last 15 years.

Darren Eales is now Director of Football Administration at Tottenham Hotspur F.C., after joining them this season from West Bromwich Albion, where he was Legal Director and Club Secretary. A barrister, he practised from 2000 to 2006 at 2 Temple Gardens chambers, where he is still a door tenant. He is an FA Council member, and has recently been appointed to the European Club Association's Legal Advisory Panel.

Jonathan Hall joined the Football Association in September 2004 as the FA's Director of Governance. He is now the FA Director of Football Services, a new role overseeing all football administrative arrangements and direction for the Professional Game and National Game (semi-pro and grass roots).

Oliver Hunt established *onside law* with Jamie and Simon after spending more than five years as in-house counsel at sports/media giant IMG, where he was responsible for the legal affairs of IMG's golf, event, publishing and licensing divisions in Europe. He is a sports law expert with a particular focus on golf and his clients include the Ryder Cup, PGA European Tour, Sir Nick Faldo, Justin Rose, Sony Ericsson, Alan Pardew and various Premiership footballers and international rugby stars.

Rhadamès Killy is ARJEL's General Counsel. ARJEL is the regulatory and licensing authority for on line gambling in France. From 2002 till 2009, he was Legal Director for the Federation Francaise de Tennis and the French Open. Before French Tennis, he was in-house Counsel at IMG.

Guy Kinnings has been with IMG for over 20 years. He initially joined IMG's European Legal Department which he headed up from 1990-1992. Guy is now SVP and Director of Golf for the EMEA region, responsible for a number of IMG's key corporate and Federation relationships and is a member of the Board of European Tour Productions. He has been responsible for the recruitment and management of many of the world's top golfers to IMG.

Mark Lichtenhein is the European Tour's Director of Technology, Broadcasting and New Media and Joint Managing Director of its television production company, European Tour Productions, a joint venture with IMG Media. Since he joined the Tour in 1999, Mark has managed the development and evolution of europeantour.com, along with the Tour's increasingly converged media rights and all facets of the Tour's strategy in information Technology and Telecommunications.

David O'Reilly has worked as legal counsel at Betfair since joining the company in 2002. David's focus at Betfair is on regulatory matters, primarily UK focussed, including Betfair's relationship with the racing and betting industries in the UK and with sports governing bodies worldwide.

Jonathan Orr qualified as a Chartered Accountant in 1990 with Grant Thornton and joined the European Tour as their Financial Planner in 1992. In 1999 he was appointed Financial Director and has overseen the planning and execution of the last five Ryder Cups.

Alastair Ruxton is Head of Legal - Sport at LOCOG. Alastair has worked on the 2012 Olympic and Paralympic Games since 2003 when he joined the winning bid company. Alastair covers a broad spectrum of work relating to the 2012 Games, including liaison with Government, test event planning, immigration, sports equipment procurement, venue agreements, medical and anti-doping, legislative requirements, tax, outdoor advertising and general stakeholder relations.

Jamie Singer is a founding partner of *onside law*. He qualified at Clifford Chance and spent 5 years as in house counsel at IMG advising the tennis and sponsorship consultancy divisions. Clients include the ECB, LTA, ITF, Betfair, and Premier Models as well as high profile individuals including Sven Goran Eriksson, Sir Michael Parkinson and Heston Blumenthal. Both legal directories Chambers, and Legal 500, recommend him as a leading sports law practitioner.

Ed Smith is a Cambridge-educated former professional cricketer, who played 3 Test Matches for England. Following his retirement from professional cricket, Ed became a celebrated speaker and newspaper columnist for the Telegraph, and is currently a leader writer at the Times. Ed has written three books, including "On and Off the Field" (the Wisden Book of the Year 2004) and most recently "What Sport Tells Us About Life" which explores sport's intellectual hinterland.

Simon Thorp is a founding partner of *onside law* having previously practised at Slaughter and May and Clifford Chance. Simon is a corporate commercial lawyer with a particular specialism in football finance having advised a number of clubs, individuals and funds on investment in football clubs, alternative sources of financing and corporate governance issues. More generally, Simon specialises in acquisitions, disposals, joint ventures, shareholder agreements and general commercial agreements. Simon is listed in Chambers 2010 as an expert in sport's law.

Chris Walsh is a partner at *onside law*, specialising in commercial and contentious matters in the sport sector. His clients include the England and Wales Cricket Board, the Welsh Rugby Union and a number of clubs, teams, sports agencies and prominent individuals operating primarily in the worlds of football, rugby union, cricket, golf and motorsport. Chris is recommended in the independent legal directories as a leading sports law practitioner.

PROGRAMME

09.15 ▶ Introduction by Chairman, Richard Verow

09.30 ▶ Keynote Speech

10.00 ▶ Football

- Regulation of agents – Rooney case and EU developments
- Football finance – e.g. Portsmouth situation/UEFA plans v Premier League measures/disparity in wealth
- Home grown player rule – have clubs found it difficult to implement, and have we seen the last of 6+5 rule?
- Fan share schemes for clubs
- Review of World Cup 2010
- England's World Cup bid
- Panel discussion on these issues:
 - (a) Simon Drake – Chief Legal Counsel, Business Affairs, UEFA
 - (b) Jonathan Hall – Director of Football Services - The FA
 - (c) Darren Eales – Director of Football Administration at Tottenham Hotspur FC
 - (d) Andy Anson – Chief Executive – England 2018 World Cup Bid
 - (e) Simon Thorp – Partner, Onside Law

11.15 ▶ Coffee

11.45 ▶ Betting and Integrity

- Review of “spot” fixing and “match fixing” – review of Pakistani scandal and anti corruption measures
- The “right to bet” intellectual property right and the French online sports betting licensing system
- The need for and future of the betting levy
- Sponsorship of sport by betting companies
- Panel discussion on these issues:
 - (a) Adam Brickell – Head of Legal & Compliance, British Horseracing Authority
 - (b) Rhadamès Killy – General Counsel, French Online Gaming Regulatory Authority, ARJEL
 - (c) David O'Reilly – Head of Regulatory Affairs, Betfair
 - (d) Jamie Singer – Partner, Onside Law

13.00 ▶ Lunch

14.15 ▶ Technology in Sport

- Use of technology to assist on-field decision-making – goal-line technology in football, Decision Review System in cricket, Hawkeye in tennis
- Use of online advertising and viral campaigns e.g. Rooney's coke can juggle
- Commercialisation of data – Football Dataco v Stan James
- Impact of new media (user generated content/social networking) – issues regarding ownership of content, liability of platform owners, regulation and tweeting
- Growth in demand for digital media rights, mobile content and applications, fantasy gaming, and “two screens” viewing experience – cross-border broadcast issues/copyright.
- Panel discussion on these issues:
 - (a) Aidan Cooney – Chief Executive, Opta
 - (b) Ed Smith – Broadcaster and Times Journalist
 - (c) Mark Lichtenhein - New Media Director, PGA European Tour
 - (d) Chris Walsh – Partner, Onside Law

15.30 ▶ Tea

15.45 ▶ The Olympics and Individual Sports

- Super Injunctions, privacy and reputation protection
- Countdown to London 2012 – Commercial sponsorship, team participation agreements, the London Olympics Act and Ambush marketing
- Withholding tax issues for international sportsmen and women participating in the UK
- Bidding for events such as Ryder Cup 2018 and Winter Olympics
- Panel discussion on these issues:
 - (a) Guy Kinnings – SVP and Director of Golf Division (EMEA), IMG
 - (b) Al Ruxton – Head of Legal Services; Sport, LOCOG
 - (c) Jonathan Orr – Finance Director, PGA European Tour
 - (d) Oliver Hunt – Partner, Onside Law

16.55 ▶ Chairman's Conclusion

17.00 ▶ End of meeting, followed by Drinks Reception (Sponsored by Onside Law)



INTERNATIONAL SPORTS LAW A Year in Sports Law



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to Register**

**2 February 2011,
Conf. No. E2-1011**

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www.management-forum.co.uk

E-mail: registrations@management-forum.co.uk

If you have NOT received confirmation seven days after registering, please contact Registration Department.

**To
Register**

**Registration
Information**

Date 2 February 2011
Times Start 09.15 – Finish 17.00
Drinks Reception Start 17.00

Registration & Coffee
2 February 2011 08.45

Venue
Chelsea F.C.
Stamford Bridge
Fulham Road
London
SW6 1HS
Tel: 0871 984 1955

Directions
The nearest London Underground station is Fulham Broadway (District Line). On exiting the station, turn left and walk along Fulham Road for approximately 400m. Stamford Bridge is on your left hand side.
The nearest National Rail station is West Brompton, a short walk away, and connects with Underground services

Accommodation
There are a number of nearby hotels including:
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All bookings should be made directly with the hotel.

Conference Fee
£525 + VAT. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Conference No. E2-1011

Discounted Rates
Available on application for personnel from non-profit making organisations and registered charities.
Group discount available on request.

Cancellation Policy:
Over 14 days prior to the Seminar: Cancellation fee of £75.
7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee.

NB: Cancellations must be received in writing by registrations@management-forum.co.uk.

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