



INTERNATIONAL SPORTS LAW

A Year in Sports Law



Application to Register

**7 February 2012
Conf. No. E2-1012**

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To Register

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

If you do not want to receive future mailings from Management Forum please contact nick@management-forum.co.uk
If you do not wish to receive selected third party mailings please contact nick@management-forum.co.uk

Registration Information

Dates 7 February 2012
Times **Start: 09.15- Finish 17.00**
Drinks Reception Start 17.00

Registration & Coffee
7 February 2012 **08.45**

Venue
Chelsea F.C.
Stamford Bridge
Fulham Road
London SW6 1HS

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:
Millennium & Copthorne Hotels
At Chelsea Football Club
Stamford Bridge
Fulham Road
SW6 1HS
United Kingdom
www.millenniumhotels.co.uk/millenniumcopthornechelseafc
T: +44 (0) 20 7565 1400
F: +44 (0) 20 7565 1450

All bookings should be made directly with the hotel.

Conference Fee
£545 + VAT. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Conference No. E2-1012

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.
In the event of circumstances beyond its control, Management Forum reserves the right to alter the programme, the speakers, the date or the venue.

Exhibition spaces and promotional opportunities will be available at this meeting.
For further information please contact Judith Black
(email: judith.black@management-forum.co.uk)



OFFICIAL MEDIA PARTNER



ANNUAL CONFERENCE ON INTERNATIONAL SPORTS LAW “A Year in Sports Law”

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 five separate panel sessions on:

- **Regulatory and other challenges facing Sports Governing Bodies**
- **The London Olympics**
- **Broadcasting and Media**
- **Player Power**
- **Acquisition of Sports Events**

Chairmen:

Richard Verow Head of Legal, Sky Sports
Paul Harris QC Barrister, Monckton Chambers

Presenters:

Oliver Hunt Partner, Onside Law
Adam Leadercramer Senior Associate, Onside Law
Jamie Singer Partner, Onside Law
Simon Thorp Partner, Onside Law
Chris Walsh Partner, Onside Law

Panellists:

Simon Bayliff Senior VP of Football, WMG
Laurence Baylocq Head of Legal, IMG France
Rhys Beer Commercial Director, Perform Group
Ed Chamberlin Sky Sports Presenter
Simon Cliff General Counsel, Manchester City FC
Mark Donnelly Group CFO, The FA
Alan Gilpin Chief Operating Officer, Prestige Ticketing Ltd
Richard Gould Chief Executive, Surrey County Cricket Club
Jonathan Marks Managing Director, MTC (UK) Ltd
Jonathan Orr Finance Director, European Tour
John Perera Commercial Director, England & Wales Cricket Board
Kendrah Potts, Solicitor, LOCOG
Nick Randall Barrister, Devereux Chambers
Nick Rusling Managing Director, Participate Sport Ltd
Sara Sutcliffe Director of Legal and HR, British Olympic Association
Karena Vleck Company Secretary and Legal & Governance Director, RFU

7 February 2012
Chelsea F.C. Stamford Bridge, London

WHY YOU SHOULD ATTEND

We are now in what some have called the "Golden Decade" for British Sport. In addition to the 2012 Olympics, Britain will host the 2013 Rugby League World Cup, the 2013 Commonwealth Games, the 2015 Rugby World Cup, and the 2017 World Athletics Championships. 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 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 & media, or sponsorship.

ACCREDITATION

This Course merits 5½ hours under the UK Solicitors Regulation Authority self-accreditation scheme

Ref: CJA/MAFO

Bar Standards Board CPD accreditation has been applied for.

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

iSportconnect combines social networking, sports business news, sports market data, business events, executive jobs and market analysis to provide a one-stop shop for the sports business community. Our strict door policy ensures every member is part of the sports business community and can be confident in freely sharing information. Bringing together sports professionals, iSportconnect provides a community where all the essential components of the industry can be found and utilised.

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

CHAIRMEN

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.

Paul Harris QC is a leading practitioner in the field of sports law. Leading cases in which he has appeared in the last 12 months include: the challenge to Ofcom's regulatory decision forcing Sky to sell SS1 and SS2 to its commercial rivals; the judicial review and European Commission claims challenging the disposal of the Olympic Stadium; the World Cup votes for cash scandal, and many more.

PRESENTERS

Oliver Hunt is a founding partner of Onside Law after spending more than five years as senior 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 and his clients include Sir Nick Faldo, Graeme McDowell, the PGA European Tour, Ryder Cup, Victoria Pendleton, Alan Pardew and various Premier League footballers. Recent highlights include advising Ryder Cup Europe on all aspects of the 2018 Ryder Cup Bid.

Adam Leadercramer is a senior associate of Onside Law who joined the firm after spending over six years with Allen & Overy. Adam is a commercial lawyer with a particular specialism in the fields of technology and new media.

Jamie Singer is a founding partner of Onside Law. He is a commercial lawyer focusing on all aspects of the sport, fashion and entertainment industries. Clients include numerous sports governing bodies including the LTA, ITF and ECB as well as many high profile individuals including Mark Cavendish, Sven Goran Eriksson, Sir Michael Parkinson and Heston Blumenthal. Before Onside Law, Jamie spent five years as in-house counsel at IMG.

Simon Thorp is a founding partner of Onside Law. Simon specialises in advising on corporate and commercial ventures in the sport, fashion and entertainment industries. Recent highlights have included advising: Participate Sport on a joint venture for the British 10k London Run and the Ryder Cup on corporate aspects of bids for the 2018 Ryder Cup. Simon was formerly a corporate commercial lawyer at Clifford Chance.

Chris Walsh is a partner of Onside Law specialising in commercial and contentious matters in the sports sector. His clients include the England and Wales Cricket Board and a number of other governing bodies, rights-holders, clubs, sports agencies and prominent individuals operating primarily in the worlds of football, rugby union, cricket, golf and motorsport. Chris is Onside Law's Head of Dispute Resolution.

PANELLISTS:

Simon Bayliff is Senior Vice President of Football at Wasserman Media Group. He is a FIFA and FA Licensed Agent, and his clients include Alan Shearer, Jack Wilshere, Mark Cavendish and the GB Men's Coxless Four.

Laurence Bayloq practised as a lawyer at Nataf & Fajgenbaum law firm in Paris for 3 years. She joined IMG legal France in May 1996 and became head of IMG legal France in 2001.

Rhys Beer is a sports media specialist with extensive experience in both traditional and new media markets. His current role is Commercial Director of the Perform Group

Ed Chamberlin joined Sky Sports in December 1999 as a freelance presenter. In January 2011 he started to present live matches in the Barclays Premier League and became the face of 'Super Sunday' and 'Monday Night Football' on Sky Sports.

Simon Cliff is General Counsel at Manchester City Football Club, overseeing all aspects of the club's legal work.

Mark Donnelly is currently the Group CFO of The FA. Mark's remit includes responsibility for all central corporate services (Finance, HR, Legal and IT) across all group companies including Wembley Stadium and St George's Park, a major project which will open in summer 2012.

Alan Gilpin is the Chief Operating Officer of Prestige Ticketing Ltd, the official hospitality provider for the London 2012 Olympic and Paralympic Games. Alan joined Prestige Ticketing Ltd in January 2010 after 9 years at leading sports marketing and media company, IMG.

Richard Gould joined Surrey CCC as Chief Executive on 1 April 2011. He was previously Chief Executive of Somerset CCC for 6 years.

Jonathan Marks is the Founder and Managing Director of MTC (UK) Ltd, arguably the most established Olympic talent management agency which operates through three divisions – Sports, Broadcast Management and Consultancy.

Jonathan Orr joined the European Tour as a Financial Planner in 1992 and in 1999 was appointed Finance Director. Jonathan has overseen the last six Ryder Cups as Ryder Cup Europe's Financial Director.

John Perera began his sports marketing career with West Nally - the leading UK owned agency in the 70's and early 80's. He joined the ECB in 2005, taking responsibility for all commercial revenue generation including domestic and international broadcast contracts.

Kendrah Potts is a solicitor at LOCOG and leads on sports betting and anti-doping legal issues.

Nick Randall is a barrister at Devereux Chambers. His clients have included Sir Bobby Robson, Sir Alex Ferguson, Kevin Keegan, George Graham, Roy Keane and David O'Leary. He also works in the fields of Cricket, Rugby League and Rugby Union and is a member of the FA Premier League Disciplinary Tribunal Panel and regularly sits as an FA appointed Arbitrator.

Nick Rusling set up Participate Sport Ltd a year ago, alongside an experienced Board of Directors, having previously been MD at IMG in charge of their mass participation sports business.

Sara Sutcliffe joined the British Olympic Association in 2001 where her role included acting as General Counsel to Team GB at the Olympic Games (Athens 2004, Turin 2006, Beijing 2008).

Karena Vleck is the Company Secretary and Legal & Governance Director at the RFU. She joined the RFU in January 2005 from Farrer and Co where she was a partner and Head of the Sports Group.

PROGRAMME

- 09.15** ➤ **Introduction by Morning Chairman, Paul Harris QC**
- 09.30** ➤ **Regulatory and other challenges facing Sports Governing Bodies**
- Keeping sport on an even financial keel: developments in the financial regulation of sport (including a critical examination of the UEFA Financial Fair Play Regulations)
 - Preserving the integrity of sport: landmark cases and developing best practice in the fight against corruption in sport (including the Köllerer tennis case, the Pakistan cricketer cases and the DCMS consultation on the powers of the Gambling Commission)
 - Developments in the fight against ticket touting (including a review of the RFU/ Viagogo case)
 - Taxation of foreign athletes performing in the UK
 - Panel discussion on these issues:
 - (a) Mark Donnelly – Group CFO, The FA
 - (b) Karena Vleck – Company Secretary and Legal & Governance Director, RFU
 - (c) Jonathan Orr – Finance Director, European Tour
 - (d) Chris Walsh – Partner, Onside Law
- 10.30** ➤ **The London Olympics**
- Implementation of the London Olympics Act and ambush marketing
 - Olympic hospitality and the Bribery Act
 - Disputes at the Olympics - operation of the CAS ad-hoc division
 - Imposition of long term Olympic bans and the impact of the CAS judgement in the La Shawn Merritt and Alberto Contador cases
 - Panel discussion on these issues:
 - (a) Sara Sutcliffe – Director of Legal and HR, British Olympic Association
 - (b) Jonathan Marks – Managing Director, MTC (UK) Ltd
 - (c) Alan Gilpin - Chief Operating Officer, Prestige Ticketing Ltd
 - (d) Jamie Singer – Partner, Onside Law
- 11.30** ➤ **Coffee**
- 11.55** ➤ **Broadcasting and Media**
- Implications of the Karen Murphy/Premier League cases and issues relating to the sale of broadcasting rights
 - Status of challenge to Ofcom's decision to force the regulated supply of Sky Sports channels to other pay TV retailers
 - Sponsorship and product placement in sports broadcasts
 - Impact of new and social media on sports viewing and reporting
 - Panel discussion on these issues:
 - (a) John Perera – Commercial Director, England & Wales Cricket Board
 - (b) Ed Chamberlin, Sky Sports Presenter
 - (c) Rhys Beer – Commercial Director, Perform Group
 - (d) Richard Verow – Head of Legal, Sky Sports
 - (e) Adam Leadercramer – Senior Associate, Onside Law
- 13.00** ➤ **Lunch**
- 14.10** ➤ **Introduction by Afternoon Chairman, Richard Verow**
- 14.15** ➤ **A summary from LOCOG on the IOC's policy on betting and London 2012**
Kendrah Potts - Solicitor, LOCOG
- 14.30** ➤ **Player Power**
A discussion of the increasing power and influence of players over sporting rights holders including:-
- Managing disputes between players and clubs and the increasing power of players in the game
 - Current issues regarding agents and control of players' economic rights
 - The dispute between Kevin Keegan and Newcastle Football Club
 - The potential dispute between the ATP and Tour players
 - Panel discussion on these issues:
 - (a) Nick Randall – Barrister, Devereux Chambers
 - (b) Simon Bayliff – Senior VP – Football, WMG
 - (c) Simon Cliff – General Counsel, Manchester City FC
 - (d) Oliver Hunt – Partner, Onside Law
- 15.25** ➤ **Tea**
- 15.45** ➤ **Acquisition of Sports Events**
- Key considerations for purchasers of private sports events
 - Key considerations for bidders in a competitive tender process for sporting events (with reference to Ryder Cup 2018 and international cricket)
 - Exclusive rights to sports events (The Hartplatzhelden Case)
 - Management of the event post-acquisition
 - Panel discussion on these issues:
 - (a) Richard Gould – Chief Executive, Surrey County Cricket Club
 - (b) Nick Rusling – Managing Director, Participate Sport Ltd
 - (c) Laurence Baylocq – Head of Legal, IMG France
 - (d) Simon Thorp – Partner, Onside Law
- 16.45** ➤ **Chairman's Conclusion**
- 17.00** ➤ **End of meeting, followed by Drinks Reception (Sponsored by Onside Law)**