



# 25TH ANNUAL BASL CONFERENCE

**THURSDAY 19TH OCTOBER 2017**

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**LORD'S CRICKET GROUND (GRACE GATE ENTRANCE)  
ST JOHN'S WOOD ROAD  
LONDON · NW8 8QN**

CPD 6 HOURS SELF-CERTIFIED

# 25TH ANNUAL BASL CONFERENCE

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### INTRODUCTION

On behalf of the Board of the British Association for Sport and Law, I am delighted to invite you to join us at the 25th Annual BASL Conference. As always, this year's conference will address the key issues concerning sports lawyers and administrators and promises to be one of the best in the prestigious history of the event.

No-one is better placed to speak about the challenge of combatting the scourge of doping than Sir Craig Reedie, CBE, President of the World Anti-Doping Agency and one of the most experienced and best-known sports administrators in the world, who will be kicking off the conference with a keynote address. I am also pleased to see so many other leading individuals in the sports industry

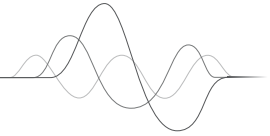
addressing topics covering event bidding, the changing media rights landscape and the increasing use of data in football.

Finally, it is fantastic to be returning to Lord's, the home of cricket, which has hosted a number of BASL conferences as well as recently holding the Women's World Cup Final. I hope that as many of you as possible will join the tour at the end of what promises to be a thoroughly informative and enjoyable day.

I look forward to welcoming you at the conference.

Yours,

**Adrian Barr-Smith, BASL Chair**



## **KEYNOTE SPEAKER**

Sir Craig Reedie, CBE

Sir Craig Reedie has enjoyed a long career in Sports Administration. A former President of the Scottish Badminton Union and the International Badminton Federation he was responsible for the admission of his sport to the Olympic Programme in 1985. In 1992 he became Chairman of the British Olympic Association and led the organisation through the Olympic Games of Atlanta, Sydney and Athens and the Olympic Winter Games of Lillehammer, Nagano and Salt Lake City. He was a leading member of the London 2012 Bid Team which won the right to host the Olympic Games in London. He became a member of the International Olympic Committee in 1994 and has served on many different IOC Commissions. He was elected as a member of the IOC Executive Board in October 2009 and as a Vice President from July 2012 until 2016. He was Chair of the IOC Evaluation Commission for the 2020 Olympic Games.

Formerly Chairman of the Finance and Administration Committee and a member of the Executive Committee and Foundation Board of the World Anti-Doping Agency he was elected President of WADA in November 2013.

Educated at Stirling High School and Glasgow University he has also held other sports appointments including membership and Deputy Chairmanship of UK Sport. For many years he was Senior Partner in the Glasgow Firm of Financial Advisers D.L.Bloomer and Partners.

# CONFERENCE PROGRAMME

## MORNING PROGRAMME

**8.45am**    **BASL AGM**

**9.25am**    **Welcome**

**9.30am**    **Keynote Speaker**  
Sir Craig Reddie, CBE

**10.20am**    **Session 1: Major sports events – Are the costs now outweighing the benefits?**

**Session Chair**

Ashley Blake  
BASL Director, General Counsel,  
The Sports Consultancy and  
Partner The Sports Consultancy  
Legal

**Speakers**

Michael Payne  
Principal at Payne Sports Media  
Strategies

Mike Lee, OBE  
Chairman, VERO Communications



**11.20am**    **Coffee Break**

**11.40am**    **Session 2: The challenges posed by the changing broadcast landscape**

**Session Chair**

Oli Holland  
BASL Director and Director  
Business Affairs, TEAM Marketing

**Speakers**

Niall Sloane  
Director of Sport, ITV

Jerry Newman  
Sports Partnerships Lead,  
Facebook

Andy Haworth  
BT Managing Director, Strategy  
and Content

**12.40pm**    **Networking Lunch**

## AFTERNOON PROGRAMME

- 1.40pm Keynote Speaker**  
Speaker to be announced shortly
- 2.30pm Session 3: Gaining the advantage - Using data to exploit inefficiencies in player transfers and club acquisitions**
- Session Chair**  
Ian Lynam  
Partner, Charles Russell Speechlys
- Speakers**  
Rory Campbell  
Director, C&N Sporting Risk
- Chris Anderson  
Founder, Anderson Sally
- Blake Wooster  
Cofounder and CEO, 21st Club Ltd

- 3.20pm Coffee Break**
- 3.40pm Hot Topics Session**  
This session will debate one of the current hot topics in sport and will be confirmed just before the conference!
- 4.30pm Chairman's Close**
- 4.35pm Grand tour of Lord's, networking drinks and meet the BASL Board**
- BASL DMU Course  
Graduation

## BASL BOARD MEMBERS

- |                   |                  |
|-------------------|------------------|
| Maurice Watkins   | President        |
| Adrian Barr-Smith | Chairman         |
| Catherine Beloff  | Caroline McGrory |
| Morris Bentata    | John Mehrzad     |
| Ashley Blake      | Jane Mulcahy     |
| Stephen Boyd      | Simon Pentol     |
| Hussein Fahmy     | Stephen Ridgway  |
| Polly Handford    | Jason Saiban     |
| Oliver Holland    | Daniel Saoul     |
| Andy Gray         | Katie Simmonds   |
| Mary Guest        |                  |

# CONFERENCE SPEAKERS

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## **CHRIS ANDERSON**

Founder, Anderson Sally

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Chris Anderson is the co-founder of Anderson Sally. Before this Chris was an award-winning researcher and professor at Cornell University. A behavioral scientist with many years of experience analyzing complex data, Chris has held appointments at a number of universities, including Oxford University and Stanford University's Center for Advanced Studies in the Behavioral Sciences.

Chris also has taught management strategy at prominent business schools, including Cornell's Johnson School of Management and Northwestern University's Kellogg School of Management, and he has been a Visiting Fellow at the London School of Economics. Chris has also served as Chief Executive and Managing Director of a professional football club and is a frequent commentator on the use of analytics in football and Big Data in high performing organizations.

## **RORY CAMPBELL**

Director, C&N Sporting Risk

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Rory is a director of C&N Sporting Risk. He has a background in analytics and predictive modelling in football. His initial focus was in sports betting but has also worked alongside a number of Premier League football clubs (notably West Ham as Head of Technical Analysis) in helping trying to integrate a more strategic decision making process around the use of data and analytics.

## **JERRY NEWMAN**

Sports Partnerships Lead, Facebook

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Leading Sport for Facebook across EMEA, Jerry has over 15 years of sports media and marketing experience. Prior to joining Facebook, Jerry led the Digital Strategy for Chelsea FC where he focused on driving the relationship the club has with its millions of fans globally and leveraging this asset to drive greater commercial value for the club.

The experience he has gained working for both governing body and club in Media, Marketing, CRM, Digital and Sponsorship gives him a unique understanding of each of these verticals and how digital can blur and disrupt traditional models to drive innovative experiences for fans and greater value for rights holders and sponsors.

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## **MIKE LEE, OBE**

Chairman, VERO Communications

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Mike Lee, OBE is Chairman of VERO, a strategic communications company he launched in 2006, following his role as Director of Communications and Public Affairs for London's successful 2012 Olympic bid. He was previously Director of Communications and Public Affairs for UEFA and media and political strategist for the EPL.

Mike has been involved in a number of successful Olympic bid and IF Presidential campaigns including Brian Cookson (UCI), Lord Coe (IAAF) and Gianni Infantino (FIFA). His current clients include the Paris 2024 Bid Committee, World Rugby, the UCI, UEFA, Andrew Parsons in his bid to become IPC President and the International Surfing Association.

## **BLAKE WOOSTER**

Cofounder and CEO, 21st Club Ltd

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Blake is the cofounder and CEO of 21st Club Ltd – a company that works as a trusted adviser to clubs and investors in football. 21st Club's mission is to change the conversation in football and its mantra is that you don't have to outspend your rivals; you can win by out thinking them.

Blake leads a team of talented strategy consultants, software engineers and statisticians, and the company's work includes club transactions, player due diligence and new manager recruitment. The company also now has a golfing arm – 15th Club – which works with the likes of Rory McIlroy, Ryder Cup Team Europe and Sky Sports.

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## **ANDY HAWORTH**

BT Managing Director, Strategy and Content

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Andy is the BT Consumer lead for strategy and content. His role drives the overall ambition for the business and encompasses voice, broadband, fibre, TV, mobile, content and importantly transforming the customer experience for BT's 10m subscribers.

He was the architect of BT's strategy and successful bid for UEFA Champions League football and has led the overall strategy of BT Sport since launch. He is responsible for negotiating content rights and all partnerships for BT Sport and the UK's fastest growing TV platform, BT TV.

Andy leads a team of strategists to deliver the vision for the business at this critical point in the development of the BT Consumer and the integration of the EE business. He has a background in strategy across a range of FMCG and technology companies and a largely unused masters degree in Chemistry from Wadham College, Oxford.

# CONFERENCE SPEAKERS

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## MICHAEL PAYNE

Principal at Payne Sports Media Strategies

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Michael Payne has been at the forefront of the sports marketing industry for over 30 years. Michael led the global marketing effort for the Olympic Movement for more than two decades, from 1983 to 2004, as the IOC's first ever Marketing and Broadcast Rights Director generating in excess of \$15 billion in broadcast and marketing revenues programmes.

Michael now runs his own global strategic advisory group – Payne Sports Media Strategies – serving a diverse group of clients and Boards, from Bernie Ecclestone and F1 to Sir Martin Sorrell, WPP to Jack Ma and Alibaba and is the author of the critically acclaimed sports business book, *Olympic Turnaround*.

## NIALL SLOANE

Director of Sport, ITV

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Niall Sloane grew up in Northern Ireland and played football for Portadown FC, Northern Ireland Youth and in 1974 was NI Young Player of the Year. He signed an amateur contract with Sheffield Wednesday while studying LLB Contract at Sheffield University. Neither worked out well.

He moved on to newspapers in St Albans and then to the BBC in 1982 working on a range of sports for Grandstand. In 1988 he moved to ITV and returned to the BBC a year later when they begged him to come back. This time he stayed for 20 years during which time he was Editor Match of the Day and Sportsnight; Head of Football and Documentaries and Head of Football and Formula One. He won BAFTA, RTS and Broadcast awards during this time,

Niall rejoined ITV in 2009 and in this time has signed Six Nations, the French Open and Racing for ITV as well as renewing Football and Rugby World Cups, European Championships, and the Tour de France. ITV4 has grown its varied sports output significantly during his tenure and he was instrumental in setting up ITV Box Office which has recently featured boxing.



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## **ASHLEY BLAKE**

BASL Director, General Counsel, The Sports Consultancy and Partner, The Sports Consultancy Legal

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Ashley is a highly-experienced sports and media lawyer and board and executive committee member of BASL. He manages the Sports Consultancy's legal business and assists clients in relation to commercial legal, governance and strategic matters across a number of projects, including event bidding, venue procurement, sponsorship, operational concerns, the production and exploitation of media rights, investigations and regulatory issues.

Ashley has helped the Sports Consultancy's clients to secure more than 30 host cities for a number of major sports events including the WTA Finals, FIBA Basketball World Cup, America's Cup World Series, European Professional Club Rugby Finals and the Volvo Ocean Race. Ashley's current work involves overseeing bidding processes for the hosting of the Rugby World Cup and a number of IAAF World Championship events.

## **IAN LYNAM**

Partner, Charles Russell Speechlys

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Ian has expertise in a wide range of non-contentious areas of sports law including sponsorship, financial regulation (salary caps and financial fair play), sports M&A, financing, rules and regulations, transfers, player contracts and image rights. He has a particular focus on the use of data in sport; advising both sports data businesses and "traditional" sports clients integrating data into their decision making structures. He has spoken on the use of data in sport at events such as Web Summit and MIT Sloan Sports Analytics Conference.

## **OLIVER HOLLAND**

BASL Director and Director Business Affairs, TEAM Marketing

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Oliver has over fifteen years of experience negotiating and advising on key commercial deals within the sports industry, with a particular focus on sports media rights. Whether acquiring sports media rights from global sports organisations for Sky Sports or selling UEFA Champions League and UEFA Europa League media rights to broadcasters worldwide, Oliver has negotiated a number of the highest-value broadcasting deals in the industry. Alongside his role as Director of Business Affairs at TEAM, Oliver is also a Director of the British Association for Sport and Law.

# CONFERENCE BOOKING FORM

## DELEGATE DETAILS

DELEGATE 1		POSITION	
DELEGATE 2		POSITION	
DELEGATE 3		POSITION	
DELEGATE 4		POSITION	

COMP./ORG.			
ADDRESS			
EMAIL			
TELEPHONE		FACSIMILE	

I agree to the terms and conditions as stated opposite.

NAME		SIGNATURE	
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## PAYMENT

Pre-payments to be made with booking form or, where agreed, payment to be made upon receipt of invoice. A receipted VAT invoice will be issued once payment has been received.

- Enclosed is a cheque for £ \_\_\_\_\_ payable to British Association for Sport and Law Limited
- I wish to be invoiced. PO Number \_\_\_\_\_  
Purchase order numbers are required.

## CONFERENCE FEES

<input type="checkbox"/> <b>Member Rate</b> £399+VAT = £478.80	<input type="checkbox"/> <b>Part-Time Student Rate*</b> £299+VAT = £358.80	<input type="checkbox"/> <b>Full-Time Student*</b> £180 = £180.00
<input type="checkbox"/> <b>Non-Member Rate</b> £499+VAT = £598.80	<input type="checkbox"/> <b>Full-Time Athlete Rate**</b> £180+VAT = £216.00	<input type="checkbox"/> <b>BASL DMU Course Student</b> £180 = £180.00

\* Please specify education establishment, course title and course code at the time of booking.

\*\* Please provide details of sport and level of participation at time of booking.

We want BASL events to be fully inclusive for all in the sports community and do not want to exclude any on the basis of ability to pay. This year, we have made a deliberate effort to reduce prices by up to 17% from last year. Concession rates may still be available if anyone's circumstances mean that they would still be unable to afford the delegate rates. Please contact Catherine Foreshaw at [catherine@britishsportslaw.com](mailto:catherine@britishsportslaw.com) or [basl-enquiries@hotmail.com](mailto:basl-enquiries@hotmail.com) or **07714 647774** for further information.

## DATA PROTECTION

The British Association for Sport and Law Limited would like to use the details that you have provided on the conference booking form in the ways set out below. If you consent to us doing so, please tick the appropriate box(es). The British Association for Sport and Law Limited would like to:

- Consent (please tick to indicate your consent) Provide you with information relating to your booking by using your email, direct mail, fax and/or telephone details.
- Store your name, company, position, and email, direct mail, fax and/or telephone details for the purposes of assessing conference attendance after the event and to ensure that future editions of the conference remain relevant, engaging, and fit for purpose.
- Make your name, company and position available to carefully screened companies who have offers that may be of interest to you.

## CPD 6 HOURS SELF-CERTIFIED

## HOW TO BOOK

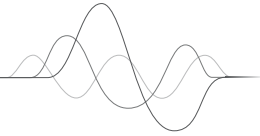
1. Post this completed form to **BASL Conference 2017, 3 Park Mews, Vicarage Lane, Little Budworth, Tarporley, Cheshire, CW6 9BP**
2. Email this completed form to: **[catherine@britishsportslaw.com](mailto:catherine@britishsportslaw.com)**

If you are having any difficulties, please email: [basl-enquiries@hotmail.com](mailto:basl-enquiries@hotmail.com)

## CANCELLATIONS

Cancellations must be made in writing to the address above no later than 18/09/17. Such cancellations are subject to a handling and administration charge of £125+VAT per delegate, which will be deducted from any due refund or invoice. No cancellations are accepted after this date, but substitute delegates can be nominated.

**BASL**  
BRITISH ASSOCIATION FOR  
SPORT AND LAW



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