

# **The 2022 Masterclass Series**

## **Sports Media Rights: Maximising Value Via Tender Processes & Deal Negotiations**

**Friday 25<sup>th</sup> February 2022 10.00AM-13.30PM**

ONLINE SESSION DELIVERED VIA ZOOM

ATTENDEES RECEIVE A MASTERCLASS HANDBOOK, CERTIFICATE OF ATTENDANCE AND POST-SESSION ACCESS TO THE FULL RECORDING, ENHANCING THE LEARNING EXPERIENCE



Presented by Oliver Holland and Kate Sloane  
**TEAM Marketing AG**

Topics include:

- **COMPETITION FORMAT:** Product positioning, response to industry & consumers, opportunity and risk
- **RIGHTS PACKAGING:** Packaging options, maximising competitive tension, legal & regulatory requirements
- **SALES PROCESS:** Tenders & auctions, balance of commercial upside and financial security
- **RIGHTS AWARD & DEAL NEGOTIATION:** Bidding rounds and award of rights, impact of long-term deals, importance of speed and clarity



### **\*2022 NEW PRICING & BOOKING INFORMATION\***

**BASL Members £199**

**Non – Members £229**

**10% discount for multiple bookings\***

**For more information and to secure your place please email  
[connect@tacticconnect.com](mailto:connect@tacticconnect.com)**