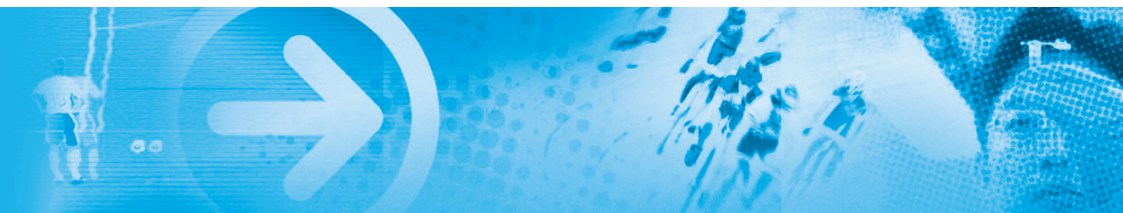
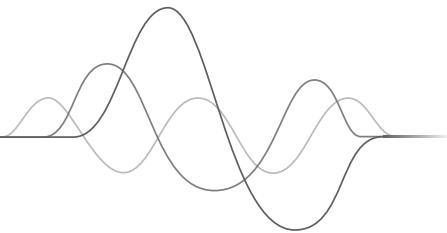


# BASL

BRITISH ASSOCIATION FOR  
SPORT AND LAW



## 21<sup>ST</sup> ANNUAL SPORTS LAW CONFERENCE

Thursday 17th October 2013  
The Emirates Stadium,  
Arsenal Football Club, London N5 1BU

Keynote Speaker:

**Sir Ronnie Flanagan**  
**Katherine Grainger CBE**

Solicitors Regulatory Authority Accredited  
CPD 6 hours

Bar Standards Board Accredited  
CPD 5 hours

# Keynote Speakers

## Sir Ronnie Flanagan



Sir Ronnie Flanagan joined the Royal Ulster Constabulary (R.U.C.) in 1970 and was appointed as Chief Constable in November 1996. By this time, the R.U.C. was the second largest force in the United Kingdom after the Metropolitan Police Service in London. He received a Knighthood in the New Year Honours List of December 1998.

On 1 April 2002 Sir Ronnie was appointed Her Majesty's Inspector of Constabulary for London and the East of England and was appointed as Her Majesty's Chief Inspector of Constabulary for England, Wales and Northern Ireland in February 2005 in which capacity he served until December 2008.

In December 2008 he was appointed as strategic policing and security adviser in the office of His Highness Sheikh Saif Bin Zayad Al Nayhan, Deputy Prime Minister and Minister of Interior of the United Arab Emirates and Head of Abu Dhabi Police. In this capacity, based in Abu Dhabi he is currently involved in a programme of major reform in Abu Dhabi Police and of the Ministry of Interior.

Sir Ronnie's interests include sport, especially cricket and rugby which he coached and played at Senior level for Ulster. He was responsible for the writing of the 'safety and security' chapter of the English Football Association's bid to host the World Cup in 2018 and 2022. He is Chairman of the International Cricket Council's Anti-Corruption & Security Unit.

## Katherine Grainger CBE



Katherine Grainger CBE is Britain's most successful female rower. Her Olympic achievements make her the first female British athlete – in any sport – to gain medals in four consecutive Olympic Games. She has received numerous accolades and was named a Commander of the Most Excellent Order of the British Empire (CBE) in 2012.

Katherine's Olympic success began in 2000 when she took the Silver medal at Sydney. She followed that performance with Silvers in Athens and Beijing before winning Gold at the Olympic Games in London in 2012.

In addition to her unrivalled Olympic success, Katherine is a remarkable 6 times World Champion. Katherine won in 2003, 2005, 2006, 2007 as well as in 2010 and 2011. She also won a gold medal in the U23 World Rowing championships in 1997. Uniquely in Britain, she has won medals at World Championship level in all possible boat classes: the single, double, pair, quad and eight.

Katherine attended Edinburgh University to study Law, then went on to achieve an MPhil in Medical Law and Medical Ethics from Glasgow University. In May 2013 Katherine completed her PhD in the Sentencing of Homicide at King's College University of London.

# Session Chairs

**Mel Goldberg**, *Senior Partner, Mel Goldberg Law and BASL President*

**Maurice Watkins CBE**, *Chairman Barnsley FC, Chairman British Swimming, former Director Manchester United and BASL Director*

**Morris Bentata**, *Partner, Sheridans and BASL Director*

# Speakers

## Mel Goldberg

Mel Goldberg is President of the British Association for Sport and Law and the Senior Partner of Mel Goldberg Law.

He was the Legal Advisor and CEO to the International Squash Players Association (ISPA) and was Vice-Chairman of the British Olympic Association to the Moscow Olympic Games in 1980. He represented Hans Segers in the successful defence of the footballer in the "Match Fixing Trial" which was billed as the Football Trial of the Century.

## Rick Parry

Rick Parry was Chief Executive of the Premier League from its inception in 1991 until 1997 when he became Chief Executive of Liverpool FC. Since leaving Liverpool in 2009, he has completed several football related consultancy projects around the world.

In 2009 Rick chaired the Sports Betting Integrity Panel and in 2011 he acted as a special advisor to the Culture, Media and Sport Select Committee on its inquiry into football governance.

## Paul Scotney

Paul Scotney is a former Director of Integrity Services at the British Horseracing Authority; a position he held for nine years. During that time he established an integrity unit that is now seen as the blueprint for investigating corruption in sport.

Paul is a member of the Sports Betting Group and has spoken extensively worldwide on the subject of betting related corruption in sport.

## Ian Smith

Ian Smith is Chief Operating Officer of FICA. He is a specialist in sports governance and the relationship between athletes, their employers and their sports' governing bodies. He has represented athletes before disciplinary and anti-doping panels and adjudicated on cases involving anti-doping procedure and related disciplinary proceedings.

Ian has been on the anti-doping panel for every International Cricket Council (ICC) event for the past three years and is an advisor to a number of organisations on governance and anti-doping policy.

## Maurice Watkins

Maurice Watkins is Senior Partner and Head of Sports at Brabners LLP. He has wide experience of football being a former director of Manchester United for 28 years, a founding member of the Premier League Legal Working Party and a Premier League representative on the Association of European Premier Professional Football Leagues (EPFL). He is currently Chairman of Barnsley Football Club.

Maurice's other current sporting roles include Chairman of British Swimming, the Greyhound Board of Great Britain and the Rugby League European Federation. He is also a director of the Rugby Football League and Lancashire County Cricket Club.

## Jane Purdon

Jane Purdon is Director of Governance at the Premier League. She has been at the League since May 2005, holding the position of Company Secretary for much of her tenure. Jane previously worked at Sunderland Association Football Club as Club Secretary and Lawyer from 2001-2005. She has a BA in English from the University of Cambridge and studied Law at Northumbria University.

## Don Fehr

Don Fehr is the Executive Director of the National Hockey League Players Association (NHLPA). Prior to joining the NHLPA, he spent 33 years with the Major League Baseball Players Association (MLBPA). Over this time, he successfully maintained unity through one lockout and two strikes; litigated the collusion cases of the 1980s; won the bad-faith bargaining case that ended the 1994-95 strike; and negotiated new agreements with MLB in 2002 and 2006.

Don helped build the strength of baseball's union by keeping the players involved and informed, and developing a strong consensus on key issues. His goals are the same at the NHLPA. The unity and resolve of the hockey players in the lockout last year was a result of that same approach.

# Morning Programme

**MORNING CHAIRS** – Mel Goldberg and Maurice Watkins CBE

**8.45am**  
**BASL AGM**

**9.30am**

**KEYNOTE SPEAKER: SIR RONNIE FLANAGAN,  
CHAIRMAN, ICC ANTI-CORRUPTION AND SECURITY UNIT**

**10.00am**  
**Session 1**

**Match Fixing – Is match  
fixing the greatest threat to  
world sport?**

Session Chair – Mel Goldberg

**SPEAKERS:**

**Rick Parry**  
Former CEO of the Premier League and  
Liverpool FC

**Paul Scotney**  
Former Director of Integrity Services,  
Compliance and Licensing at the British  
Horseracing Authority

**Ian Smith**  
Chief Operating Officer, Federation of  
International Cricketers Association

**11.20am**  
**Session 2**

**Premier League Financial  
Regulations: Necessary  
measure, unwarranted  
interference or not far enough?**

Session Chair – Maurice Watkins CBE

**SPEAKERS:**

**Jane Purdon**  
Governance Director of the Premier  
League

**Don Fehr**  
Executive Director of the US NHL Players  
Association

**Trevor Birch**  
Partner, BDO LLP

**11.00am – 11.20am**  
Coffee Break

**12.20pm – 1.40pm**  
Lunch Break

# Afternoon Programme

**AFTERNOON CHAIR** – Morris Bentata

**1.40pm**

## **KEYNOTE SPEAKER**

**KATHERINE GRAINGER CBE, OLYMPIC GOLD MEDALLIST**

**2.10pm**

### **Session 3**

**The Collective Selling of Media Rights: Who are the winners and losers?**

Session Chair – Morris Bentata

## **SPEAKERS:**

**Ian Ayre,**  
MD, Liverpool FC

**Jeff Gewirtz,**  
EVP of Business Affairs and Chief Legal Officer, The Brooklyn Nets

**Francisco Roca Pérez**  
Former CEO, La Liga

**3.30pm**

### **Session 4**

**Hot Topics – this session will be confirmed just before the conference and will see a panel debate one of the current, leading sports issues of the moment!**

**4.20pm**

**Chairman's Close**

**4.30pm**

**Networking Drinks**

**4.45pm**

**Football Ground Tour (Optional)**

**3.10pm – 3.30pm**

**Coffee Break**

# Speakers

## Trevor Birch

Trevor Birch is a partner with BDO LLP where he is part of the firm's Football Industry Group. In 2002 he was appointed chief executive of Chelsea Football Club, where he brokered Roman Abramovich's takeover. After leaving Chelsea he undertook other quasi-restructuring roles in the football industry, serving as chief executive of Leeds United, Everton, Derby County and Sheffield United.

Trevor returned to the accountancy profession in 2005 and since then has successfully delivered the administration and sale of Portsmouth FC. He is currently acting as joint administrator of Hearts of Midlothian FC.

## Morris Bentata

Morris is head of the Sports Group at Sheridans. His practice focuses principally on media and marketing rights to major sports properties and he regularly advises national and international governing bodies, event organisers, individuals, agencies, sponsors and broadcasters. Morris is a Director of BASL and is the author of the 'Broadcasting and New Media' chapter of the leading sports law textbook: Sport: Law and Practice.

## Jeff Gewirtz

Jeff Gewirtz is the Executive Vice President of Business Affairs and Chief Legal Officer for the Brooklyn Nets and Barclays Center.

He oversees legal and business affairs for the team and Barclays Center and is also responsible for interfacing with the NBA on a wide range of compliance and transactional matters.

Prior to the Nets, Jeff served as the United States Olympic Committee (USOC) General Counsel and Chief Legal & Government Affairs Officer. Prior to the USOC, he held legal roles with Coca-Cola, IOC Television & Marketing Services SA, the PGA Tour and the WTA Tour.

## Ian Ayre

Ian Ayre is the Managing Director of Liverpool Football Club.

Following an early career in the Royal Navy, Ian undertook various senior business roles in Asia, eventually becoming Chief Executive of Pace Systems. Returning to the UK, he became Chief Executive and Chairman of Huddersfield Town F.C. before building and launching the new media business Premium TV Ltd.

Ian returned to Asia as part of the senior management team of Total Sports Asia overseeing the expansion of the business into several countries. In August 2007, he joined Liverpool Football Club as its Commercial Director. In March 2011, he was offered the Managing Director position by the club's new owners.

Ian is also the non-executive Chairman of the Visitor Economy committee for Merseyside and Liverpool City Region.

## Francisco Roca Pérez

Francisco was the managing director of La Liga for the last eight years, focusing on its commercial development, content expansion and technology services. Previously, he spent twelve years in the NBA, mostly involved with the international development of the league. Previous to that he was in finance and sporting goods distribution for a number of years.

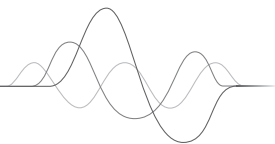
Married with two kids, he speaks six languages and is currently pursuing a PhD in marketing.

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## BASL Board of Directors

Mel Goldberg,	President	Fahri Ecvet,	Treasurer
Adrian Barr-Smith,	Chairman	Jason Saiban,	Secretary
Jane Mulcahy,	Vice Chairman		

Andy Gray, Catherine Beloff, Daniel Saoul, Maurice Watkins, Michael Beloff, Morris Bentata, Nick Bitel, Nick White, Oliver Holland, Richard Verow, Sara Sutcliffe, Simon Pentol, Stephen Boyd



## BOOKING FORM

17th October 2013  
at Arsenal FC

### 2 WAYS TO BOOK

1. Fax this completed registration form to: +44 (0)20 7147 1322.
  2. Post this form with payment to: BASL CONFERENCE, c/o Innovation Marketing Limited,  
PO Box 1656, MALPAS, Cheshire, SY13 9BN
- If you have any problems registering please call: +44 (0)1244 470114**

Please register the following delegates (CAPITALS):

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_

**Name** \_\_\_\_\_

**Position** \_\_\_\_\_

**Organisation** \_\_\_\_\_

**Address** \_\_\_\_\_

**Postcode** \_\_\_\_\_

**Tel** \_\_\_\_\_

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How did you hear about this conference?

\_\_\_\_\_

I agree to the terms and conditions as stated opposite.

**Signed** \_\_\_\_\_

Print Name \_\_\_\_\_

### Please indicate how you wish to pay:

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 £ \_\_\_\_\_

**Cheques made payable to  
Innovation Marketing Limited**

☐ I wish to be invoiced PO Number \_\_\_\_\_

**NB Purchase order numbers will be required**

Price Information	Book Before 6 Sept 2013	Book After 6 Sept 2013
<b>Member Rate</b>	<input type="checkbox"/> £375 + VAT = <b>£450.00</b>	<input type="checkbox"/> £415 + VAT = <b>£498.00</b>
<b>Non Member Rate</b>	<input type="checkbox"/> £475 + VAT = <b>£570.00</b>	<input type="checkbox"/> £515 + VAT = <b>£618.00</b>
<b>Full Time Student Rate*</b>	<input type="checkbox"/> £130 VAT inc. = <b>£130.00</b>	<input type="checkbox"/> £130 VAT inc. = <b>£130.00</b>

\*Only available to students in full time education. Please specify course being studied and education establishment at the time of booking

### Confirmation

On receipt of a booking form, we will send you an invoice and confirmation email within seven days. **NB. We must receive payment 7 days prior to the conference date.** An email with arrival instructions will be sent to the email address on the booking form approximately 7 days prior to the event.

### Data Protection

By registering for a conference, Innovation Marketing Limited can provide you with information relating to your booking via email, direct mail, fax or telephone. Innovation Marketing Limited may also make your details available to carefully screened companies (excluding email addresses) who have offers that may be of interest to you.

☐ I do not wish my details to be made available to third parties.

### Cancellations

Cancellations must be made in writing to the address above, and made no later than **20 September 2013**. Such cancellations are subject to a handling and administration charge of £125.00 + VAT per delegate, which will be deducted from any due refund or invoice. No cancellations are acceptable after this date but a substitute delegate can be nominated. Pre-payments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. Innovation Marketing Limited reserves the right to make changes to the programme, location and/or speakers without prior notice. We will not offer refunds to delegates due to a terrorist alert or incident unless the conference is cancelled. If due to these events we are unable to run the conference, we will retain up to 50% of the conference fee to cover marketing, administration and delegate registration costs.

SRA: CPD 6 hours / Bar Standards Board: CPD 5 hours.

**BOOK BEFORE 6 SEPTEMBER  
& SAVE £40**

# BASL

BRITISH ASSOCIATION FOR  
SPORT AND LAW

**British Association for Sport and Law Limited**

Registered office: c/o Charles Russell  
5 Fleet Place, London EC4M 7RD

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