

---

# LONDON LEGAL TRAINING

PRESENTS

---

## SPORT AND THE LAW - THE 2010 CONFERENCE

The Ninth Annual Sport And The Law Conference

---

**Wednesday 26 May 2010**

The Rembrandt Hotel, 11 Thurloe Place,  
Knightsbridge, London, SW7 2RS  
from 9.30 a.m. - 5.30 p.m.

6 HOURS CPD - LAW SOCIETY AND BAR STANDARDS BOARD ACCREDITED

LUNCH AND REFRESHMENTS FOR DELEGATES INCLUDED IN THE CONFERENCE FEE

**See Booking Form for early booking discount**

**Conference Chairman - Dr. Anna Semens -  
Coventry University**

### Conference Contents

**The Biological Passport - A New Era In The Fight Against Doping?  
Speaker - Peter Beisty - Field Seymour Parkes**

This presentation will deal with the following:-

- The background to the biological passport.
- Its trial use by the UCI (Cycling Union) and ISU (Speed Skating Union).
- The Claudia Pechstein case.
- UK Anti-Doping's adoption of the WADA scheme.
- Mediation and Med-Arb.
- The legal implications.

## **Sporting Mega-Trends: What Next For Sports Law?**

### **Speaker - Professor Simon Chadwick - Coventry University**

This presentation will deal with the following:-

- Highlighting the size, scale and nature of the sport industry.
- Identifying key emerging trends and developments in sport.
- Analysing key emerging trends and developments in sport, with particular reference to available academic research in these areas.
  - Indicating possible areas of relevance and importance for sport law.
  - Indicating possible areas of relevance and importance for sport managers.

## **(1) The UEFA 6&5 Rule**

## **(2) The Proposed Financial FIFA Fair Play Rules**

### **Speaker - Matthew Clark - Elborne Mitchell**

These presentations will deal with the following:-

- The adverse effects of the proposed 6+5 Rule on English Football.
- The adverse effects of the proposed FIFA Financial Fair Play Rules on English Football.
- Are there any beneficial effects arising out of these proposals.
- Political factors.
- European Law implications.
- What is likely to happen?

## **How Much Protection From The Paparazzi Can Celebrity Sportsmen And Sportswomen Expect From The Law?**

### **Speaker - Robert Deacon - 11 Stone Buildings**

This presentation will deal with the following:-

- Special considerations attaching to photographs in the field of informational privacy.
- The important distinction between taking photographs and their publication.
- Covert photography.
- When photography steps over the line to become harassment.
- Super injunctions.

## **Sports Tribunals And Regulatory Bodies: Tips And Tactics**

### **Speaker - Christina Michalos - 5 Raymond Buildings**

International, national and regional sports regulatory bodies and associations have immense power over clubs and individual sporting participants. They establish, amend and adjudicate upon the rules and regulations which affect the playing and the business of sport. The significance and the power of sporting regulatory bodies and associations can not be underestimated. This presentation will examine issues to be considered when dealing with the regulators including likely areas of appeal and procedural tactics.

## **Anti-Doping Regulations - Lacuna & Tripwires**

### **Speaker - Michele Verroken - Sporting Integrity Ltd.**

Compliance with Anti-Doping Regulations standards set by the World Anti-Doping Agency is set out as a minimal checklist for sports organisations, yet the application of the Code needs closer analysis to ensure that sporting and legal issues are taken into account. This presentation will look at the sporting and legal issues arising from:-

- Whereabouts responsibilities, problems and concerns.
- Therapeutic Use Exemptions; who, what, when and how.
- Testing, failure is not an option.
- Social drugs testing
- It's not what you know, it's who you know, the advent of 'intelligence' in anti-doping.
- Where next in anti-doping, biological passports and profiling.
- Supplements, challenges and potential solutions.
- Athlete support personnel, the new anti-doping target.

## **Conference Chairman**

### **Dr. Anna Semens - Coventry University**

Dr. Anna Semens is the Deputy Director of CIBS and Research Fellow at Coventry University. Her research interests include agents and intermediaries in sport, TV and digital rights issues, sponsorship, and the bidding for and hosting of major events. Anna is responsible for commissioned research projects, providing commercial analysis for a worldwide client base including national and international sports clubs and federations, event organisers, agencies, broadcasters and major rights holders, sponsors, cities, investors and government agencies. Anna has also written and edited a number of publications related to the business of sport. Her industry experience includes her previous role as Research Manager at Sportcal Global Communications, based in Lausanne, as well as independent consultancy work.

## Conference Speakers

### **Peter Beisty - Field Seymour Parkes**

Peter Beisty is a solicitor in the Employment Team at Field Seymour Parkes and undertakes a broad range of contentious and non-contentious employment related work. Peter is also a member of the firm's Sports Group which sees him instructed by clients based in the sports and leisure industry including a gym media operator, golf clubs and a prominent Championship Football Club whom he advises on all employment law issues. The Sports Groups' recent work has included advising a Premiership football club on a commercial sponsorship deal and advising a City Council in connection with their successful bid to become a Host City for the England World Cup 2018/2022 campaign.

### **Professor Simon Chadwick - Coventry University**

Simon Chadwick is Professor of Sport Business Strategy and Marketing and the director and founder of CIBS (Centre For The International Business of Sport) at Coventry University Business School. Simon has previously worked at the universities of London and Leeds and his research interests lie in the areas of sport business strategy, the commercial development of sport and sport marketing. Amongst his various activities he has written more than 500 papers, reports and books on sport, including the best selling "Business of Sport Management" (published by Financial Times Prentice Hall.) Simon has been quoted more than 4000 times by the world's media, including by publications such as The Wall Street Journal, Forbes and the Financial Times. He also regularly serves both as an expert witness and a consultant, and has worked with some of the world's leading sports teams, sports governing bodies and their commercial partners.

### **Matthew Clark - Elborne Mitchell**

Matthew leads Elbornes Sports group, which has a long history of advising Premiership and Championship football clubs, international rugby players, cricket players, media presenters, global sport exhibitions, FIFA Tournament Organisers, Race Course Owners, the producers of sports television shows, investors, agents, and sports insurance brokers.

Matthew qualified as a solicitor in 1991 and has since developed a strong in-depth understanding of resolving commercial disputes and the impact of recessions across business sectors. Matthew has always acted for national and international high profile companies or well known high net worth individuals. He specialises in resolving difficult commercial issues which include; banking litigation, international arbitration, professional negligence (including claims involving solicitors, surveyors, architects and auditors), corporate recovery, commercial agents regulations, sports finance, sport regulatory work, and commercial sports business.

Matthew is Chairman of Sonar Sports International LLP

### **Robert Deacon - 11 Stone Buildings**

Robert Deacon is recommended in Legal 500 2008 as a leading barrister in the areas of intellectual property and media, sports & entertainment, where he is described by clients as 'our first port of call for a junior barrister on IP matters' and 'a bright star' of 'exceptional quality'.

Robert has broad experience in chancery, commercial and business related civil litigation with specialist knowledge in intellectual property and media and entertainment. His expertise extends to banking and guarantees, partnership, construction, fraud and asset tracing and professional negligence. Primarily known as a litigator he has undertaken many heavily contested often high profile trials and devoted a substantial part of his practice to specialist advice work. He is an experienced interlocutory litigator particularly in relation to freezing and search orders and other interim remedies. His intellectual property practice ranges from trade marks to copyright, patents and design right work and he has extensive experience of defamation and privacy claims. He has also chaired and for some years delivered lectures at the annual media, entertainment and intellectual property law and sports law conferences for London Legal Training.

Robert along with Nigel Lipton and Robert Pinker is the author of the Privacy and Personality Rights - Commercial Exploitation and Protection published in March 2010 by Jordan Publishing. This is the first book on the market to draw together the different strands of law dealing with the protection and exploitation of the celebrity persona.

### **Christina Michalos - 5 Raymond Buildings**

Christina Michalos is a barrister who practices sports law, intellectual property and media law at 5RB, 5 Raymond Buildings. She is particularly known for her specialisation in image rights and is the author of The Law of Photography and Digital Images (Sweet & Maxwell, 2004). She is recommended in the Chambers & Partners Directory as a leading junior in media & entertainment law. She also has a broader general civil litigation practice in particular acting for government departments as a member of the Attorney General's A Panel (senior counsel authorized to act on behalf of the government appointed by the Attorney General after open competition). In 2006, Christina completed the Post Graduate Certificate in Sports Law at King's College, London. She is a UK Sport accredited anti-doping advisor.

### **Michele Verroken - Sporting Integrity Ltd.**

Michele Verroken is Director of the international sports business consultancy Sporting Integrity Ltd. She advises on anti-doping, ethical and governance issues in sport as well as managing anti-doping programmes and policies for professional and Olympic sports, including the PGA European Tour, Ladies European Tour, The R&A and International Golf Federation. Michele is Secretary of the Medical Commission for the Commonwealth Games Federation implementing anti-doping programmes for the Games across Commonwealth sports with the host country. An expert public speaker and broadcaster, Michele also lectures on Masters Degree courses for UCL, University of Nottingham, UWIC, Stirling and Kent, as well as chairing debates for Triple Helix at Cambridge University and the British Association of Sport & Exercise Medicine. A qualified arbitrator and adjudicator, Michele advises international and national organisations for sports and athletes. Michele has a Masters Degree in Education, Postgraduate Certificate in Sports Law, Bachelor of Education Degree in the Art & Science of Movement and is currently studying an LLM in Sports Law at De Montfort University.

## Conference Timings.

Registration for the conference will be between 9.30 - 9.45 a.m. The conference will commence at 9.45 a.m. and will last until 5.30p.m. The conference presentation will last for 6 hours. In addition, there will be one break for tea/coffee in the morning, a lunch break, and one break for tea/coffee in the afternoon. Refreshments and lunch are included in the conference fee.

## The Conference Objectives.

The conference is aimed at lawyers, accountants, sports agents, clubs, sports associations, sports journalists, radio and television presenters and broadcasters. The objective of the conference is to consider in detail recent important changes in sport and the law.

## TERMS AND CONDITIONS.

1. Payment of the conference fee is due with the booking form. In default of payment London Legal Training ("LLT" and the proprietor of LLT, N. C. Lipton reserves the right to cancel any reduction which may have been given from the full advertised price of the conference fee.
2. A booked place is transferable between individuals at any time before the conference provided written notice is given to LLT of the name and address of the delegate who was to have attended the conference and the name and address of the delegate who will be attending instead.
3. Written notice must be given to LLT if a delegate wishes to cancel the booking. A refund less a 20% administration fee will be made if notice of cancellation is received by LLT in writing by 5.30p.m. on Wednesday 12 May 2010. After this date no refunds will be made. A substitute delegate may attend at no extra charge provided written notice is given to LLT of the name and address of the delegate who was to have attended the conference and the name and address of the delegate who will be attending instead.
4. LLT reserves the right to cancel the conference and will in such an event make a full refund of any booking fee. No liability is assumed by LLT or the proprietor of LLT, N. C. Lipton, for changes in the programme date, content, speaker(s) and venue.
5. Conference material will be handed out on the day of the conference.
6. The speakers at the conference are not authorized to advise on specific client related matters under any circumstances. Any comments made by the speaker(s) which may relate to client matters are expressions of his/their opinion or suggestions only and must not be construed or relied upon as advice.
7. The material for the conference has been designed as an integral part of the presentation(s) by the speaker(s) solely for the benefit of delegates attending the conference. The material does not necessarily stand on its own and is not intended to be relied upon for giving specific advice. To the extent permitted by law, neither LLT nor the proprietor of LLT, N. C. Lipton, nor the speaker(s) at the conference will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting omitting to act or refraining from acting in reliance upon the conference material or presentation of the conference or, except to the extent that any such loss does not exceed the price of the conference, arising from or connected with any error or omission in the conference material or presentation of the conference. Consequential loss means any loss of anticipated profits, damage to reputation or goodwill, loss of expected future business, damages, costs or expenses payable to any third party or any other indirect losses.
8. No part of the conference material may be reproduced in any form without the prior written permission of LLT.
9. Audio and audio visual recording is not permitted at the conference.
10. Delegates attend the conference at their own risk. Neither LLT nor the proprietor of LLT, N. C. Lipton nor the speaker(s) at the conference accept responsibility or liability for any injury, illness or otherwise which may be attributable to the facilities or services provided at the conference venue. LLT, the proprietor of LLT, N. C. Lipton and the speaker(s) note the provisions of s2 UCTA.

London Legal Training can be contacted at: 9 Cygnet Close, Northwood, Middlesex, HA6 2SX, or telephone 01923 840586 or email [nigel@londonlegaltraining.co.uk](mailto:nigel@londonlegaltraining.co.uk)  
[www.londonlegaltraining.co.uk](http://www.londonlegaltraining.co.uk)

## BOOKING FORM.

PLEASE PRINT YOUR DETAILS. PLEASE PHOTOCOPY THIS BOOKING FORM FOR ADDITIONAL DELEGATES.

Conference Title: **SPORT AND THE LAW - THE 2010 CONFERENCE -  
The Ninth Annual Sport And The Law Conference - Wednesday 26 May 2010.**

DELEGATE NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

FIRM'S NAME AND ADDRESS: \_\_\_\_\_

DX NUMBER: \_\_\_\_\_ E-MAIL: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

DIETARY REQUIREMENTS: \_\_\_\_\_

Please enclose a cheque for £295.00 per delegate, or a cheque for £265.00 per delegate if booking by Wednesday 12 May, for the conference payable to **LONDON LEGAL TRAINING** and send it with this booking form to:  
**LONDON LEGAL TRAINING, 9 CYGNET CLOSE, NORTHWOOD, MIDDLESEX, HA6 2SX.**

Discounts available for multiple bookings. Please telephone for details.

Please note that London Legal Training is not registered for VAT. The conference fee does not include any VAT nor is VAT payable in addition to the £295.00 or £265.00 per delegate conference fee.

If you are unable to attend the conference but would like the conference documentation please send a cheque for £110.00 (no VAT) for each set of documentation required to London Legal Training together with your name and address. The documentation will be sent out shortly after the conference.

Occasionally London Legal Training's mailing list will be made available for its' own and other appropriate organizations' mailings. Please tick here if you do not want to receive such material.