

# Major Sporting Events: Playing by the Rules



Pinsent Masons



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## \*\* New Speaker Confirmed – Simon Clegg CBE \*\*

**Pinsent Masons** and **SportBusiness** are delighted to host this event to discuss some of the legal issues to be considered in planning for and delivering a major sporting event.

We are pleased to welcome **Ben Wells**, Head of Business Development at Chelsea FC, who will be discussing sponsorship and the sale of media rights and **Simon Clegg CBE** (former CEO of the British Olympic Association) who will address the seminar on the delivery of major sporting events, based on his experience and involvement in 12 Olympic Games.

### Speakers

**Martin Harman** heads Pinsent Masons' International Sports & Stadia team. Martin is also Chairman of the UKTI Global Sports Events Advisory Group.

**Richard Ford** has advised a number of high-profile clients on planning matters, including advice on planning strategy, Environmental impact assessment, planning conditions and legal planning obligation agreements

**Simon Joyston-Bechal** has experience in a wide range of regulatory law, general commercial litigation, liability advice and dispute resolution, as well as product liability and judicial review.

**Ben Wells** joined Chelsea FC as Head of Sponsorship in November 2005 from highly-respected strategic sponsorship consultancy Redmandarin.

Formerly with Octagon and Sportal, Ben has more than 11 years' sponsorship and brand consultancy experience.

**Simon Clegg CBE** joined the BOA in 1989 after an Army career in which he managed the British biathlon team. He became the association's first Chief Executive in 1997, a position he held for over 10 years.

Simon has overseen the British team at 12 Olympic Games, six as chef de mission, and was an important figure in the early stages of London's bid for the 2012 Olympics.

### About Pinsent Masons LLP

Pinsent Masons is a full service international law firm with a team of almost 300 Partners and over 1000 lawyers. With offices throughout the UK and internationally, in Dubai, Hong Kong, Shanghai and Beijing, the firm is able to offer a truly national and international service. We are also a founder member of the PMLG international network with offices in across Europe.

Our sector-led strategy means we can get close to our clients and their key needs. The International Sports & Stadia team is made up of multi-disciplinary lawyers, willing to go the extra mile to exceed client expectations. Our extensive experience in and understanding of the sports and major sporting events sectors enables us to provide our clients with a truly value-added service.

### Email Response

If you would like to attend the seminar and networking event, please email your name, contact phone number and company details to: [anna.garvey@pinsentmasons.com](mailto:anna.garvey@pinsentmasons.com)

Alternatively, please complete and post or fax the booking form below.

### Programme

**16.00**  
Registration  
Tea & Coffee

**16.30**  
Welcome  
**Martin Harman**

**16.35**  
Regeneration and sustainable development in the successful planning of major sports events  
**Richard Ford**

**16.50**  
Health and safety issues for sports events  
**Simon Joyston-Bechal**

**17.05**  
Sponsorship and the sale of media rights  
**Ben Wells – Chelsea FC**

**17.20**  
The delivery of major sporting events  
**Simon Clegg CBE**

**17.40**  
**Networking Opportunity**  
*Drinks & canapés will be served and the speakers will be available to answer any questions you may have*

