

Leap Into the Future of Women's Sport

Symposium | 29 February 2024 | 1:30 – 7:30 p.m.

Squire Patton Boggs, 60 London Wall, London EC2M 5TQ



Agenda

1:30 – 2 p.m. Arrival and Registration

2 – 2:10 p.m. Welcome

2:10 – 3:10 p.m. Session 1: What's Next for Investment and Growth

- **Kelly Simmons OBE** – Sports Consultant and Former FA Director of the Women's Professional Game, 2018-2023
- **Tammy Parlour MBE** – Co-Founder and CEO, Women's Sport Trust
- **Thayer Lavielle** – Executive Vice President, The Collective (Wasserman)
- **Nick Greenslade** – Managing Director, Teneo
- **Moderator: Lucy Webster** – Partner, Squire Patton Boggs

3:10 – 3:25 p.m. Networking Break

3:25 – 4:25 p.m. Session 2: Commercialisation of Rights

- **Hannah Brown** – Co-CEO of Women's Sport, DAZN
- **Julia Wall-Clarke** – Head of Communications, Hexagon Cup
- **Rachel Knight** – Managing Director, Women's Sport Group
- **Mike Llewellyn** – Director, Squire Patton Boggs
- **Moderator: Sarah Butler** – CEO and Founder, Sport Business Connected

4:25 – 4:40 p.m. Networking Break

4:40 – 5:40 p.m. Session 3: Maternity and Parental Policies

- **Holly Wood** – World Rugby and RFU Referee, Former Player for Toulouse, Harlequins and England Rugby League International
- **Tom Beresford** – Licensing and Compliance Manager, Women's Professional Game at The FA
- **Sarah Wilkinson** – Senior Associate, Squire Patton Boggs
- **Moderator: Dr Katie Smith** – Associate, Squire Patton Boggs

5:40 – 5:45 p.m. Closing Remarks

5:45 – 7:30 p.m. Networking

- Drinks and light snacks served throughout

Speaker Biographies



Kelly Simmons OBE

Sports Consultant and former FA Director of the Women's Professional Game, 2018-2023

Kelly Simmons OBE is a world leader in football with over 30 years of experience in the English Football Association (The FA). From 2018 to 2023, Kelly was the director of the Women's Professional Game for the FA in England, where she led the transformation of the women's professional game in England into one of the world's leading domestic systems, including the transition of the Women's Super League (WSL) into a fully professional league and securing record sponsorship and media deals. Prior to this, Kelly was director of development for The FA, overseeing the delivery of a £200 million four-year plan for children's and grassroots football. Kelly is a Non-Executive Director of Women in Football and is now a consultant working with FIFA, Portas, Run Communications and Premiership Women's Rugby.



Tammy Parlour MBE

Co-Founder and CEO
Women's Sport Trust

Tammy Parlour MBE co-founded Women's Sport Trust in 2012 and leads the organisation as CEO. Tammy's role involves working with leaders from across sport, media and business to understand how to practically raise visibility, increase impact and create a stronger women's sport ecosystem. She was awarded an MBE in the New Year 2019 Honours List for services to gender equality in sport. Tammy is a master in the Korean martial art of Hapkido, having practiced for over 40 years. She set up her own Hapkido and meditation school in the early '90s and still coaches regularly. Tammy holds an MSc in strength and conditioning, and post-graduate study into applied sport psychology. With an interest in women's football, she also volunteers as a board director for her local team – AFC Wimbledon Women FC – and sits on The FA Women's National League Board as a Club Representative.



Thayer Lavielle

Executive Vice President
The Collective (Wasserman)

Thayer Lavielle is the executive vice president at The Collective, Wasserman's practice focused on creating change for equity and fairness for women through unique insights, ideas, campaigns and activations. Prior to leading The Collective, Thayer led Talent Marketing and Operations across the company's Team Sports, Broadcast, Coaching and Women's divisions and held the role of EVP, Corporate Growth and Development. A brand strategist at heart, she is responsible for creating and launching the processes for analysing and evaluating talent's marketability and harnessing the internal eco-system to move from strategy to execution. Throughout her career, Thayer has negotiated over US\$250 million worth of talent, brand, property and venue deals in sports and entertainment and understands the ever-changing needs of a consumer and how a brand must answer that call.



Nick Greenslade

Managing Director
Teneo

Nick Greenslade joined as managing director in Teneo's strategic sport advisory team at the start of the year. Prior to that, he worked in national newspapers as an editor at the *Observer* and *Daily Mail* and, from 2013, at *The Times* and *Sunday Times*, editing the latter's award-winning sport section. From 2019, he was also editorial director of The Sunday Times Sportswomen of the Year awards. He is the author of the award-winning, *The Thin White Line: The inside story of cricket's greatest scandal*. His clients at Teneo include the WTA (Women's Tennis Association), World Rugby and The Jockey Club.





Lucy Webster

Partner
Squire Patton Boggs

Lucy Webster is a partner and the co-lead of the Squire Patton Boggs Women's Sport Group. Lucy is recognised particularly for her work in sports, media and environmental, social and governance (ESG). She specialises in high-value, cross-border disputes in court proceedings, as well as international arbitration under various institutional rules (including the CAS). Lucy also acts for high-profile clients on reputational risk and management.

Lucy led the Squire Patton Boggs team advising Premiership Women's Rugby on elements of its establishment as an independent corporate entity for the elite women's domestic rugby competition. Lucy also represents non-profit Global Sustainability Benchmark in Sports and sits on its Stakeholder Advisory Committee.

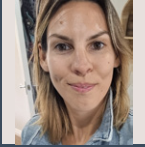
Lucy is recognised as a Next Generation Partner by *The Legal 500*, where she is described as "calm, unflappable, hugely diligent and absolutely focused. A great litigator". She is also listed in *Best Lawyers: Ones to Watch UK*, and is described by clients as "sharp, proactive and extremely personable" and "a brilliant solicitor – the sort of person round whom the rest of the legal team gravitates and on whom it depends".



Hannah Brown

Co-CEO of Women's Sport
DAZN

Hannah Brown has 20 years of experience in finance, sports media, pay TV, corporate ventures and business transformation. This includes 10 years at Sky and Sky Sports in finance, sports rights and sports ventures investing. Hannah worked in the US for three years for a family office fund and an OTT pay TV startup. From 2020 to 2023, Hannah served as chief of staff at Formula E. In 2020, Hannah and Esmeralda Negron co-founded *ata football*, a streaming platform and community for women's football fans. Hannah served as an advisor to the business. *ata football* was acquired by DAZN in 2023, with Hannah joining DAZN to lead the growth and commercialisation of its global women's football portfolio. Hannah is a qualified accountant.



Julia Wall-Clarke

Head of Communications
Hexagon Cup

Julia Wall-Clarke has 18 years of top-tier sports experience at teams and rights holders including Arsenal FC, the Olympics, Wimbledon, and London and New York Marathons, and the Clipper Round the World Yacht Race. Julia currently serves as head of communications at the Hexagon Cup, driving the launch of the world's first gender-equal padel teams tournament. Previously, she played a development role in launching the world's first gender-equal motorsport at Extreme E, earning industry accolades, and leading initiatives like the Racing for All programme.



Rachel Knight

Managing Director
Women's Sport Group

Rachel Knight is currently managing director at Women's Sports Group, an advisory business providing services in strategy and negotiation across all sport. Previously sports rights director at BT Sport, Rachel led the rights team and oversaw acquisition strategy, successfully securing renewals of the UEFA Champions League and Premier League deals. With over 15 years' experience in media rights, at IMG and BBC before BT Sport, Rachel has a proven track record of buying and selling rights and has worked with international broadcasters and rights holders including UEFA, Wimbledon, Rugby World Cup, UFC and MotoGP.





Mike Llewellyn

Director
Squire Patton Boggs

Mike Llewellyn is a senior member of the Squire Patton Boggs Sports & Entertainment Group and leads the firm's initiatives on sports media and commercial rights on an international basis, as well as on the intersection of the sports and gambling industries. Mike has considerable experience advising both rights owners and rights buyers on the tendering, acquisition and licensing of media, broadcast and/or associated commercial rights, including production, betting streaming, data, virtual advertising and digital assets. In addition to his work advising on sports broadcast and media-related matters, he supports his clients on high-profile matters on sponsorship and endorsement; event hosting; ticketing and hospitality; and sports betting. He regularly advises on an international basis across a range of sports, such as football, cricket, horseracing, rugby, tennis, ice hockey, American football, MMA, wrestling and cycling, including with respect to both women's and men's events. He has been ranked and recognised in leading legal directories for his work in the sports and related sectors. He regularly speaks at industry events and contributes to industry publications.



Sarah Butler

CEO and Founder
Sport Business Connected

Sarah Butler is the CEO and founder of Sport Business Connected. She is a passionate freelance PR and marketing communications professional, with almost 20 years' experience in the sports and lifestyle industry. She is grateful for having been able to combine her passions, working in sport and playing sport, with jobs that have allowed her to see the world of sport from many different angles, whether working with players and stakeholders for Harlequins, match days with European Professional Club Rugby (EPCR), working with sponsored athletes at ECCO in Denmark, communicating with the rights and broadcast teams at Perform Group on long-term rights deals or as a floor manager for Premiership Rugby Productions and DAZN. Alongside her previous role as global PR director at Stats Perform, she founded a global network dedicated to supporting women working within the sports business industry.

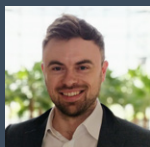
While working at Harlequins as the head of press and PR, Sarah played for the Wasps in the Premiership.



Holly Wood

World Rugby and RFU Referee, Former Player for Toulouse, Harlequins and England Rugby League International

Holly Wood is a former dual code rugby player, having represented England in rugby league and Richmond, Harlequins and Toulouse in union, including winning three premiership titles. In 2020, Holly retired from playing and immediately started refereeing. By 2021, she was involved in refereeing in the Allianz Premier 15s, and by 2022 she refereed at the Birmingham Commonwealth Games. Having fallen pregnant in September 2022, Holly continued to referee until March 2023, when she officiated at Twickenham. At that time, she spearheaded and wrote a maternity policy for the RFU to cover all female match officials in England. Since giving birth in June 2023, she went onto referee her first test match in the September, gained promotion onto the National Panel and continues to be an advocate for change, to ensure a fully inclusive environment across all levels of rugby in England. Holly has taken pride in travelling the world refereeing, with her son, and donating excess breastmilk to hospitals abroad, during competition, showing that motherhood and being an athlete can coexist. Outside of rugby, Holly enjoys walking her dog, reviewing games with her (also) referee husband and teaching her baby son the ropes at the gym.



Tom Beresford

Licensing and Compliance Manager
Women's Professional Game at The FA

Thomas Beresford is a regulatory and sports industry professional. Having previously worked at American Express and JPMorgan, he now leads the Licensing and Compliance team for the women's professional game at The Football Association. Thomas has driven the development and implementation of innovative policies and programmes to improve the governance, financial sustainability and equity of the women's game. Most notably, Thomas led the development of a new Women's Professional Game player contract, which included improved illness and injury rights for athletes. He also negotiated an uplift to players maternity rights providing a "landmark" increase in provision for female athletes.



Sarah Wilkinson

Senior Associate
Squire Patton Boggs

Sarah Wilkinson is a trusted advisor for several high-profile sporting clubs and clients. Sarah advises and provides support on the day-to-day employment matters, such as drafting handbooks and service agreements, advising on employee relation matters and strategic matters such as redundancies and TUPE. She is also regularly instructed to advise on highly sensitive and confidential matters such as the termination of high-profile and senior employees and disciplinary or performance issues that pose a significant reputational risk. Sarah is often involved in the appointment, or contract extensions, of high-profile individuals, drafting the service agreements and negotiating the terms often under significant time pressure. Sarah undertakes a significant amount of *pro bono* work, and has provided such support to a women's sporting charity.



Dr. Katie Smith

Associate
Squire Patton Boggs

Dr. Katie Smith is a contentious, regulatory and commercial sports lawyer and the co-lead of the Squire Patton Boggs Women's Sports Group. Katie regularly represents clients before the Court of Arbitration for Sport, the FIFA DRC and PSC, and domestic sports arbitration tribunals and disciplinary panels. Katie advises clients on a broad range of regulatory and commercial matters, including agency, financial regulation and licensing compliance, governance, football transfers, and sponsorship and endorsements. Katie's broad sports practice and regulatory expertise sees her work together with colleagues in finance, corporate, tax, employment, commercial and intellectual property to provide sector-specific tailored advice on a range of complex and high-value sports matters. Katie is a valued advisor, trusted by clients to work on sensitive matters including independent investigations and inquest proceedings. Katie is passionate about advancing women's sport.



Women's Sport

Our dedicated women's sport group comprises leading lawyers across multiple disciplines and jurisdictions, with unrivalled industry knowledge, connections and experience.

We believe in equity across all sports. We are committed to supporting and facilitating the growth of women's sport globally to ensure that its full potential is realised. We believe that the sporting and commercial opportunities are exponential as women's sport (quite rightly) becomes more popular and visible worldwide.

Our market-leading team of sports lawyers has a real understanding of the issues that matter and how to make an impact. We are approachable and proactive, and passionate about the growth and influence of women's sport. We advise our clients across the full spectrum of legal services, including commercial, regulatory and contentious matters impacting the fast-growing women's sport industry.

We are proud to be at the forefront of these critical developments and to support our clients in achieving their aims and aspirations.



Innovative and willing to think outside the box to find the right solution. They cut to the heart of the issue, give clear advice and put things into layman's terms."

The Legal 500 UK

They're always very good at telling you what you can do, what the grey areas are and at balancing risk-reward. Practical and pragmatic."

Chambers Global

Examples of recent experience specific to women's sport include:

- Advising an elite women's team sport competition on its transition from governing body ownership to a new corporate entity, providing strategic advice to ensure long-term commercial independence, viability and growth.
- Advising women's football clubs on club licensing regulations to ensure compliance across relevant areas.
- Advising on corporate restructuring to integrate a women's football team within an existing club corporate structure, including advising on regulatory requirements and notifications, licensing compliance and academy considerations.
- Developing and negotiating with multiple stakeholders the template employment contracts and national team agreements, including advising on key employment law and regulatory aspects, for the establishment of a new women's competition.
- Drafting endorsement and sponsorship agreements for international women's athletes, including NFT deals for women's football players.
- Advising on regulatory and governance restructuring of women's football pyramids.
- Drafting and negotiation of women's player contracts, agency agreements, transfer agreements and ambassadorial agreements, including advice on governing body endorsements.

Key Contacts



Lucy Webster

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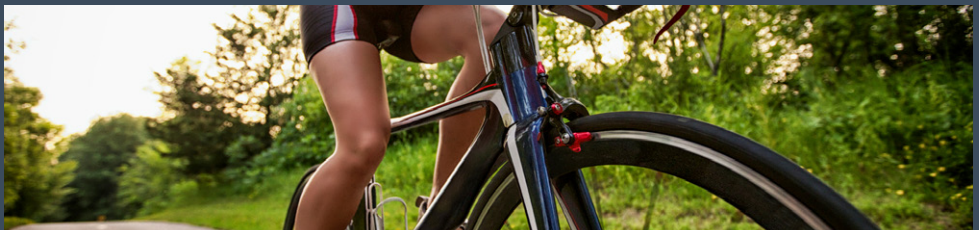


Dr. Katie Smith

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Our Sports Practice

We have a global reputation as one of the leading sports law teams with a full-service offering and wide international reach. Our dedicated Sports & Entertainment Group comprises 140 lawyers, including 60 partners across four continents.

Our sports law team is complemented by our expertise in related areas such as media, data, advertising, gambling, information technology, real estate, tax, corporate finance, competition and artificial intelligence (AI).

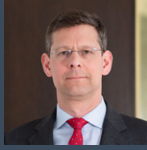
Our Work Includes:

- The exploitation of commercial rights, including media and data
- Brand and reputation management
- Dispute resolution, particularly proceedings before the Court of Arbitration for Sport
- Sport mergers and acquisitions
- Governance, regulation and investigations
- The development, hosting and management of events
- The development, planning, finance and construction of sports facilities
- Strategy and elite performance development
- Sports technology and AI

Our Clients Include:

- National and international governing bodies
- National Olympic Committees
- Sports rights holders
- Broadcasters and streaming services
- esports and gaming organisations
- Event management companies and venue operators
- Investors
- Sponsors
- Apparel manufacturers
- Sports marketing organisations
- Athletes
- Agents
- Sports clubs and teams

Key Contact



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Don't Just Take Our Word for It

“With an international reputation and the support of such a firm as Squire Patton Boggs, the team is able to service a wide breadth of commercial disputes, arbitrations and sports law disputes of a high-profile nature. The lawyers have an impressive core of clients from around the world and are tenacious and committed to their clients.”

The Legal 500 UK

“A very experienced, knowledgeable, supportive and understanding team.”

Chambers UK 2024

“They’re incredibly detail-oriented and are able to navigate complex agreements that are bespoke in nature across jurisdictions.”

Chambers UK 2024

“First-rate experienced and practical sports disputes/commercial team.”

The Legal 500 UK 2024

“Combination of global reach and industry expertise.”

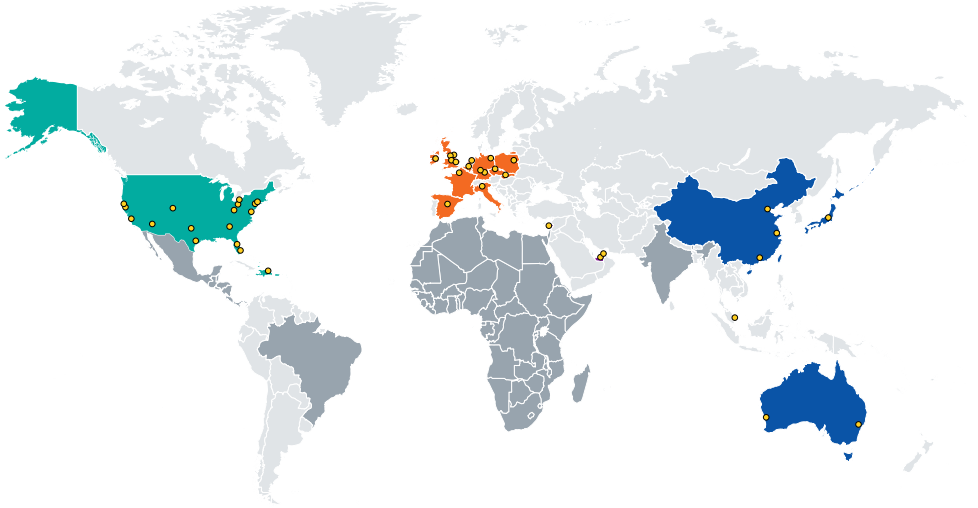
The Legal 500 UK 2024

“Strong, in-depth experience of sports law, with good expertise in both its M&A and litigious aspects.”


The Legal 500 UK 2024

We Are Where You Are

More Than 40 Offices Across Four Continents



 Squire Patton Boggs Locations

 Regional Desks and Strategic Alliances

Abu Dhabi	Brussels	Hong Kong	New Jersey	Shanghai
Amsterdam	Cincinnati	Houston	New York	Singapore
Atlanta	Cleveland	Leeds	Palo Alto	Sydney
Beijing	Columbus	London	Paris	Tampa
Beirut	Dallas	Los Angeles	Perth	Tokyo
Berlin	Denver	Madrid	Phoenix	Warsaw
Birmingham	Dubai	Manchester	Prague	Washington DC
Böblingen	Dublin	Miami	San Francisco	
Bratislava	Frankfurt	Milan	Santo Domingo	

Regional Desks and Strategic Alliances

Africa	Israel
Brazil	India
Caribbean/Central America	Mexico

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