

Schillings announces details of the protecting reputations in sports conference



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Schillings, one of the UK's top law firms dedicated to protecting the reputations of international corporations, brands and celebrities, has announced the full conference programme for its upcoming forum in protecting reputations in sports at the Paramount Club, Centre Point in London on 31st March.

The half day [Schillings](#) conference will bring together leading experts in the industry. The keynote address will be delivered by the former international rugby star Kenny Logan, winner of more than 70 caps for his country. The speaker panel will debate issues facing sports brands and sporting professionals from a public relations, media and legal perspective.

The sports industry is a sophisticated and competitive marketplace. Correctly balancing the needs of the corporate sponsor, with those of the sporting team and the players and personalities involved, can provide a winning formula. However, in reality this balance is hard to achieve and even harder to maintain in an increasingly celebrity obsessed society.

Attendees at this event will:

- Gain a complete insight into the [reputation management](#) issues facing the sports industry
- Find out how the glare of the celebrity spotlight and the pressure of sponsorship can affect a sports personality's performance

- Understand the importance of brand value and realise the commercial potential of brands
- Examine the new threats of unscrupulous marketers and the increasing cases of false endorsements in the sports world
- Discover how to use the law and PR to protect brands from a media threat
- Network with the industries' leading figures over a networking lunch and drinks reception

The Schillings conference programme will open with a networking lunch followed by presentations covering brand value from both individual and corporate perspectives, before moving on to the realities and practicalities of a media crisis. The conference will then conclude with a panel discussion and drinks reception.

Representing Schillings will be the Conference Chairman and Schillings Partner, John Kelly, and Schillings Associate, Matthew Himsworth.

John Kelly heads up the [Sports practice](#) at Schillings as a litigation lawyer who represents high profile brands and individuals in the entertainment and sports world. As well as advising Premiership and international football clubs and agents he also provides sports stars with advice on contract and commercial [dispute resolution](#), sponsorship deals as well as general media management matters.

Matthew Himsworth is a lawyer who specialises in reputation management on behalf of corporate brands and public figures. Matt has extensive experience in dealing with the media in both pre- and post-publication matters. His sports practice includes clients such as Lance Armstrong, the Professional Rugby Players Associations, WMG and Premiership football.

Other speakers include Tim Lockett, Managing Director at Hill & Knowlton and Phil Hall, CEO of PHA Media

About

Schillings is one of Britain's top law firms dedicated to safeguarding the reputations of international corporations, brands, celebrities and high-profile business people. The firm's track-record in defamation, privacy and copyright cases, as well as dispute resolution is second to none.

Schillings:

[Defamation](#), privacy and copyright are at the heart of the firm's work, prompting The Independent newspaper to call Schillings a "spectacularly efficient media law firm."

Schillings clients include supermodel Naomi Campbell, actress Nicole Kidman, seven times Tour de France winner Lance Armstrong, premiership footballer Wayne Rooney, Harry Potter author JK Rowling, pharmaceuticals maker GlaxoSmithKline, steel maker Arcelor Mittal, the Harrods Group and the London Stock Exchange.

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