

Commercial / Contracts

Topic & description	Duration
Client/agency Contracts An intermediate level training aimed at inhouse legal, finance, account directors, procurement (brand side) who are negotiating client/agency contracts for advertising, PR, and other marketing appointments.	(60 or 90 mins)
Talent Agreements Key tips when appointing talent or brand ambassadors to promote your brand, including what to put in your contract, and common pitfalls to avoid.	(60 or 90 mins)
Sports: IP Clauses IP is often the most valuable asset of a sports organisation, but when it comes to drafting a licensing, sponsorship or software agreement, how closely do you examine the IP provisions? This session will take the form of a mock negotiation of an IP-heavy agreement and consider: <ul style="list-style-type: none">• What rights can you actually assign/licence?• Licensing third party IP• Rights in performances• Approval processes• IP warranties and indemnities• Consequences of termination	(60 or 90 mins)
Sports: Getting out of a contract A talk focusing on termination of contractual dealings: how and when you can terminate a fixed term contract without fault, termination for breach, how to terminate rolling contracts which are not limited in time. The talk would look at common scenarios, discuss strategies and risks and advise on best practice. This session covers: <ul style="list-style-type: none">• Can a contract be disowned?• Is there even a contract in place?• Serving break clauses• Reasonable notice provisions• Terminating where contract has a rolling/unlimited term• Force majeure• Terminating for breach• Meaning of material breach• Meaning of remedial breach• Remediation notices• Repudiation and common law rights to terminate	(60 or 90 mins)

Contracts: Limitation of liability

(30-45 or 60 mins)

An in depth look at one of the most important aspects of any contract, that of limiting liability.

Contract Law Basics and boilerplate clauses - common issues and practical tips

(60 or 90 mins)

It's important to know your way around a contract. What is it trying to achieve and what do "warranties, indemnities, limits on liabilities" all mean? This course is intended to give non-lawyers the basic tools to help them understand a contract and spot key issues.

We will also consider common boilerplate clauses which are often overlooked in commercial transactions and how they play an important role in the interpretation of the contract and more crucially, in any fallout.

Contracts: Futureproofing your contracts in relation to pandemics

(60 or 90 mins)

It has never been more important to know your way around a contract, and to have a plan in place for dealing with significant events and social upheaval caused by pandemics (and similar). We will consider limits of liability, force majeure, planning for the worst in a practical and measured way, applying everything we have learned from the recent Covid-19 pandemic. This webinar can be tailored towards lawyers or non-lawyers.

With a particular focus on pandemics and similar events, we will also consider common boilerplate clauses which are often overlooked in commercial transactions and how they play an important role in the interpretation of the contract and more crucially, in any fallout.

Contracts: Warranties, indemnities, limits on liabilities in Ad/Marketing contracts

(60 or 90 mins)

A session to help you understand these key areas of legal risk management, what is industry standard, how to negotiate, and what is insurable.

Contracts: Implementing Tech Solutions

(60 or 90 mins)

Businesses who adapt what they sell and adapt how they market, sell and deliver their products and services, will be better positioned to survive and grow. Implementing new tech solutions will always be key to that strategy and has never been more important.

Even in any 'normal' economic environment, implementing a digital transformation can be a complex and daunting task, especially for less nimble businesses, those with legacy systems or lots of SKUs, and especially due to the ever-growing need to build into platforms the ability to provide a seamless, content-rich, experiential journey for customers. These projects are usually made riskier by the pressure to roll out the shiny new platform both on budget and within a very short timeframe.

In this webinar, we will discuss the key watch-outs and provide top tips for implementing tech solutions, with a focus on what your contract should cover (whether a SaaS or on-premise solution).

This webinar can be tailored to consider software development considerations and we are happy to explore that with you.

Negotiating Data Processing Agreements – the Nuts and Bolts

(60 or 90 mins)

A toolkit designed to help you successfully draft and negotiate DPAs. We will cover:

- Why DPAs are necessary
- What the legal requirements are
- Drafting tips, depending on whether you're a customer or vendor
- Negotiation tactics and pitfalls