



THE ONLY GLOBAL ASSOCIATION OF YOUNG LAWYERS



22-24 April 2010 | ZÜRICH  
Switzerland

## 2010 FIFA® Football World Cup

### Marketing the Games

The Sports Law Sub-Commission (part of the International Business Law Commission), in cooperation with the Technology, Media and Intellectual Property and Telecommunication and Energy Commissions, are proud to invite you to participate in the Seminar “**Marketing the World Football Cup**”.

The Seminar will take place just a few couple of weeks before the 2010 FIFA® World Cup, on April 22-24, 2010, in the beautiful surroundings of Zürich, Switzerland, close to the FIFA Headquarters, which is a perfect venue for discussing the World Cup.

The scientific program was prepared taking into consideration all aspects of the arrangements for marketing a monumental event as the World Cup, including sponsorship, hospitality rights, sports betting, and the preparation for disrupting events.

Special attention will be given to broadcasting rights, which have obtained paramount importance in the few last years, and are still under uncertain protection in some jurisdictions. The legal arrangements involved in marketing sports events and the broadcasting events have obtained surprisingly little attention both in academia and legal practice. They appeal both with their diversity, their international scope and the sex appeal and glamour of their object. In short – it’s fun!

Speakers will not only include experienced AIJA members, but will also include FIFA staff, major FIFA sponsors, and broadcasting companies, in order to give participants not only the legal perspective, but also the commercial one.

Last, but not least, following the AIJA tradition, the social program will offer various networking opportunities while savoring Swiss specialties. And the cherry on top of the social program will be a football match between the “AIJA Team” and a local team.

We are looking forward to seeing you in Zürich, and don’t forget to bring your football shoes, your cheerleader gear and your enthusiasm to support our AIJA team both academically and for the football match.

*The organising committee*

**Charlotte Wieser**, Switzerland

**Paul Peyrot**, Switzerland

**Renata Antiquera**, Brazil

**Roberto Viscomi**, Italy



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