



**Mayfield Merger Strategies**  
The Global Specialists In M&A  
for Exhibitions and Events

## **'M&A the right way' – seminar for independent events organisers**

Mayfield Merger Strategies are running a seminar **'M&A the right way'** in conjunction with Lee and Thompson - M&A lawyers for the creative industries - at **4.00pm on 4<sup>th</sup> June, 2019 at The Soho Hotel, London.**

If you are considering taking your business to market it is essential to prepare well in advance. Getting this right helps you attract the best buyers and secure the best price.

At the seminar you will hear from the experts about how to ensure you are on-track for a successful sale and how to avoid common pitfalls faced by businesses that are less well informed.

We will cover:

- Understanding today's M&A market and the acquisition process – *Mayfield*
- Key legal issues to consider in preparing your company for a sale – *Malcolm Murray, Lee and Thompson LLC*
- Commercial Due Diligence. What to expect and how to plan now - *Jonny Baynes, Plural Strategy*
- What makes a business an attractive target to purchasers? – *Sam Jennings, Clarion Events*
- The Private Equity approach – *Kevin Keck, Phoenix Equity*

After the seminar there will be networking drinks with representatives of the business development teams from the main buyers.

This event is free to attend but by REGISTRATION ONLY and is limited to two people per company

Where: The Soho Hotel, 4 Richmond Mews, London W1D 3DH

When: Tues 4<sup>th</sup> June 2019

4-6pm followed by networking drinks until 7pm

To avoid missing out please reserve your space now by emailing [sue@mayfieldmerger.com](mailto:sue@mayfieldmerger.com)

Seminar in association with:

**LEE&THOMPSON**

