



How can I make the most of my rights business?

From acquiring smartly through to negotiating profitable licensing arrangements Rights² will give you the practical skills you need to maximise your rights potential.

NEW for 2018, we are pleased to announce:

The Rights2 Foundation Package

If you are in the content business but lack rights knowledge and experience, this package will help you:

- Work out where to start
- Understand the rights you have
- Acquire the right rights for your content
- Identify licensing opportunities
- Build and Develop your licensing business

The Foundation Package is £2250+ VAT (for a 12 month period) and consists of:

- An Initial Rights Review
- Written Recommendations with practical follow up steps
- A Monthly Support Call to discuss progress and help resolve issues
- Your choice of up to 4 Rights² Training Courses (see training programme)
- Networking opportunities with other *Rights² Foundation Package* organisations
- Discounted rate on additional Rights² consultancy services, if required

Packages are limited, please contact Ruth ruth@rights2.co.uk or Clare clare@rights2.co.uk to enrol and start growing your rights business.

About Rights²

Clare Hodder and Ruth Tellis have over 35 years combined experience in rights licensing and acquisition and have worked in a range of publishing environments. We have a great understanding of the real-world rights issues facing publishers daily and will tailor our approach to suit your needs. We eat, sleep and breathe rights and are passionate about helping our clients achieve their goals.