



# A day in the life of a...

## Senior Business Affairs Manager

Parisa Wright

### Give us a quick overview of what you do at ITV

I work in the Business Affairs team for the ITV Studios label Multistory Media, providing legal support to a variety of fantastic factual, entertainment and daytime TV shows and development projects. I help Production with everything from commissioning agreements and commercial deals, to contracting great talent, to drafting application forms and release forms, to advice on copyright and regulatory issues, to dealing with disputes and concerns. Each day in the office is different and each day I'm using my problem solving and communication skills to advise on, draft and negotiate the best solutions and deals to help make both well loved long standing series and new groundbreaking shows - and I love it!

### How does your role make an impact to the viewer/customer at ITV?

Business Affairs make sure a range of great programmes reach your screens by; doing the deal between production and network; getting great on & off screen talent on board; making sure the programme has all the correct rights secured so it can reach you on a host of devices and in various media, in a range of countries; supporting production on development projects, so they can continuously strive for the next big/exciting show!

### What does a normal day look like at ITV?

Time at my desk undertaking drafting work on commissioning agreements and amending day to day paperwork for shows, negotiating and drafting talent and access/location agreement for shows; and also answering internal and external queries by telephone and email. Face to face meetings or more informal catch up/advice chats with production at their desks. Keeping an eye on relevant articles on updates in the laws and regulations that affect my work. Attending "start up" meetings with production before the start of a programme's pre-production. And lunch with my lovely production or BA colleague(s)!

Generally, I'll be covering five to ten programmes at any one time, with about three or four that are particularly busy.



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## What do you love about your role?

Working with friendly, talented creative people and being part of making and sharing great creative content! It's also wonderful seeing a show through from beginning to end, and working closely with production on it - completely different from private practice! Finally, I also really appreciate the fact that I can work flexibly and enjoy my family-time as well as my time here at ITV.

## How does what you do fit in to your team?

I'm a Senior Business Affairs Manager (SBA), and work alongside two other great SBAs, a couple of lovely Business Affairs Managers, my Head of Depart and 2 fab team assistants. I chiefly cover the work of the dynamic Multistory Media label but previously also assisted the Daytime and 12 Yard teams.

## What advice would you give to someone?

Before an interview, research the BA team you are applying to, the role you are applying for and the TV shows their clients produce. Don't be put off if you don't have TV production experience, just focus on highlighting your transferable skills - knowledge of IP, libel, contracting, negotiating and communicating with third parties, clients and colleagues and of course relevant regulatory matters can be gathered in many other legal jobs.

## How did you get onto the career path that you're now on?

After completing a Masters in International Human Rights law, I got a training contract in a media entertainment law firm. Before joining ITV, I mainly worked in media entertainment law firms but also did some stints in-house in retail. I knew that



media and entertainment was where I wanted to be and the retail inhouse roles I experiences showed me how much more satisfying it was (for me) to be part of a team pulling towards one goal and seeing fascinating creative projects through from beginning to end.

I've now been at ITV for almost 8 years, the longest I've been at any firm or business. Why? Well, when you're using your legal and problem solving skills in such an interesting and creative context, with lovely people who are talented and passionate, and feel like an appreciated member of a show's team, it's simply very satisfying.

## What do you wish you knew before working at ITV?

The culture here is so different from private practice law; it's more positive, creative and collaborative (and less political). If I'd known that I might have joined sooner!



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