



**AIBA
Extraordinary
Congress
Dubai 2018**

January 27



Presentation of Future AIBA Management Plan



The AIBA “Shape Up & Rise Up” Project

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Congress
Dubai, January 27, 2018**



Burson·Marsteller

Examples of Burson-Marsteller Sport international sports organisations clients:



Being More
in sport

The AIBA “Shape Up & Rise Up” Project

Three ambitions

We will
govern
better

We will
work better

We will
promote
better



Be part of it!

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Burson-Marsteller

Being More
in sport



**Shape Up &
Rise Up**
Let's get started!



Burson-Marsteller

Being More
in sport