



## **Marketing Committee Meeting – 15<sup>th</sup> June 2021, Zoom**

### **Attendees to the meeting**

<b>Chair</b>	Cezary Jedliński
<b>Vice-Chair</b>	Dian Gomes
	Jelena Kalbina
	Michael Campbell Jr
	Mohamed Touma
	Muhangi Moses
	Malik Babaev
	Artem Iliuk
<b>Apologies</b>	Kiritia Barker

#### 1. Welcoming remarks by the AIBA President – *Umar Kremlev*

The President welcomed all the members of AIBA Marketing Committee emphasizing an important role that the committee plays at such crucial moment for the organization when one of the main objectives is to present boxing in a new way and make it more recognizable. The President pointed out that AIBA does everything to clean the system and does everything for the sake of boxing. In this regard, the quality of boxing tournaments should be improved and format should be revised. Mr Kremlev said that there are plans to introduce new money award system and sell TV rights. The President informed the committee that the organization has already launched the cooperation with major international TV channels to share videos and good stories to popularize boxing around the world. Another further essential step forward is the elaboration of AIBA Brand Book. The President also asked the committee to think over the new name of AIBA that should be changed in autumn. Mr Kremlev also highlighted that during the World Championships in Belgrade there is need to modify AIBA Status and elaborate merchandised production with new logo.

#### 2. Welcoming remarks by the Chairperson – *Cezary Jedliński*

#### 3. Working criteria of the Committee

#### 4. Objectives of the Committee

#### **5. Brand Book Practice Rules**

The Chairperson emphasized that the first step in the elaboration of AIBA Brand Book is the creation of a special template of good practice as a standard of marketing activities that could be shared among National Federations as a benchmark for marketing activities. Best practice rules will allow all persons at national level involved in boxing management to understand the overall vision of AIBA in marketing sphere and integrate it in NFs. It was agreed by



the committee that first to elaborate the guidelines for new AIBA marketing vision and afterwards ask an international company to assist with branding expertise will be more profitable and efficient as the committee knows better the needs and expectations of the organization. It was also emphasized that committee members coming from different parts of the world could facilitate with providing details on cultural differences in marketing sphere to elaborate more tolerant and understandable marketing program.

## **6. AIBA Rebranding**

It was noted that clearer understanding of how sponsors can be involved in the process of rebranding is needed. It was decided to think of the list of the international expert companies who can assist in this regard. During rebranding process, a special attention should be paid to promoting boxing among school-aged children also through creating inspiring cartoons. Attracting sponsors at regional level to have more capacity to organize more regional championships. It was also pointed out that it is of vital importance to share more success stories of boxing stars that could attract more sponsors and inspire young athletes. It was also agreed that the approach of celebrating grass-roots practitioners should be implied in a new AIBA vision, with an emphasis on the coaches training boxers in remote areas. A special remark in regard of AIBA image was made on the important impact of AIBA Military Games that allowed cadets to be more actively involved in boxing life.

## **7. Management Education**

It was noted that to be sure of the proper implementation of the AIBA guidelines, the committee should ensure an appropriate level of knowledge of people responsible for marketing activities in individual NFs. For this, it will be necessary to educate managerial staff responsible for the development of boxing in every country. It was agreed that training such people will be an opportunity for joint exchange of experiences and knowledge among federations. It was pointed out that to deliver such training at high level specialists from specific fields should be invited, e.g. specialists in project management of boxing events, boxing marketing and sponsorship, boxing promotion in social media, managerial workshops, data analysis, etc.

## **8. Additional remarks by the committee members**

All the committee members agreed that the agreement between AIBA and Gazprom has become a milestone for further AIBA development. It was also pointed out that in order to make committee's work more efficient specific areas should be clearly identified, e.g. global branding, assisting NFs cooperation with social media. It was also suggested forming sub-committees by subject with the representatives of different regions to take into account cultural peculiarities in each working area to understand the needs of each region and explain common AIBA vision, values at national level. In this regard, organizing separate meetings of the Marketing Committee with Confederations was proposed as well as physical meeting during one of the AIBA championships except for the virtual meeting to be held regularly. It was also decided to organize the meetings with AIBA Communication Department to stay in close cooperation in cross-areas as well as dividing responsibilities if needed.



## 9. Closing remarks by the Chairperson

The Chairperson thanked again the committee members for joining the first AIBA Marketing Committee meeting from different parts of the world as well as for active involvement in the discussion. He emphasized the importance of meetings with AIBA Communication Department to work together on AIBA vision in cross-areas as well as closer cooperation with Confederations in order to better understand the needs of each region in marketing sphere.

**Chairperson of the AIBA Marketing Committee**

A handwritten signature in blue ink that reads 'Cezary Jedliński'.

**Cezary Jedliński**

**AIBA President Office Manager**

A handwritten signature in black ink that reads 'Anna Utkina'.

**Anna Utkina**