

# Risiken und Chancen von Sportkarrieren

Prof. Dr. Dr. h.c. mult. Sarah M. Springman

Rektorin

25. August 2021, Forumsgespräch «Massenphänomen Sport», Universität Bern



## Meine Erfahrung



## Triathlon – Geburt und Entwicklung einer Disziplin



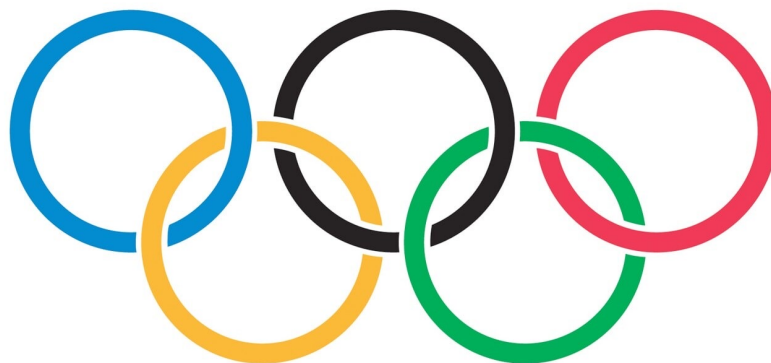
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- ‘ordinary people  
.....achieving extraordinary things’
  - weekend warriors
    - bragging rights
    - self worth?
    - a meaning in life!
    - a way of life?
  - entrepreneurische Personen
    - ikonische events, coaches, sport equipment...
- => persönliche Lebensänderung 5.6.1983

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Steigende Ansprüche, Olympische Sehnsucht



- 4



Auswirkungen - Regeländerungen - beeinflusst, welche Athleten erfolgreich sein werden



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## Erfolg – was bedeutet er?



## Unterstützung durch Sponsoring und Professionalisierung

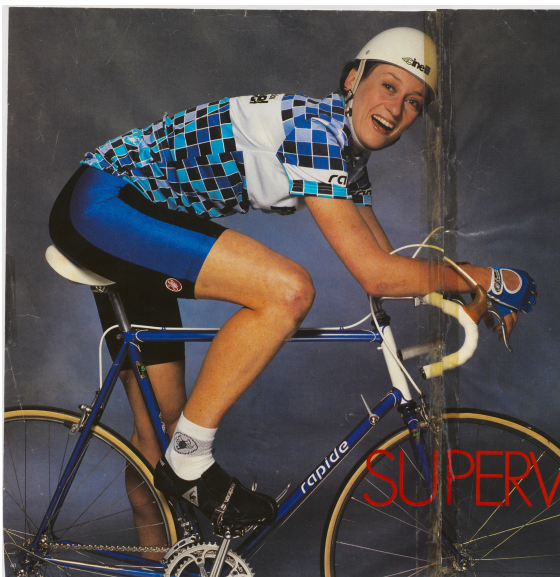




# Unterstützung durch Sponsoring und Professionalisierung



# Von der Berichterstattung zur Pressearbeit und Förderung



**TOP TRIATHLETE SARAH SPRINGMAN PUSHES HERSELF TO GRUELLING LIMITS. SHE SWIMS THE CHANNEL, RUNS IN MARATHONS, CYCLES TO PARIS AND FITS HER TRAINING ROUND A FULL-TIME CAREER. KATHLEEN GRIFFIN SAW THE CHAMP IN ACTION**

Atletic Sarah Springman stood gasping for breath in the waning heat. Ready to sweat poured down her face as she pushed herself towards the finish line. She was part way through a 20-mile triathlon in France. Only hours before, she'd completed a 24-hour swim with a shoulder injury that made every movement agony, followed by a grueling 112-mile cycle ride. She was exhausted, had already vomited six times, and began to feel dizzy.

She didn't and was like other women triathletes. Springman, at 29 the current British and European triathlon champion, does not give in easily.

"I've written out every thing I also need something that keeps my feet active," she says. And Springman is motivated. That, too. She already helped build a date in fits, is now preparing a PhD in cell metabolism at Cambridge and combines an awesome training and team schedule with her career as a chartered engineer.

Last year she took part in major races in Hong Kong and captured the Briton ladies' team in the London-Paris 500-mile triathlon.

**Every second counts for Sarah in each of the triathlon events: cycling, left, swimming and running, below**

Sarah Springman (left) and Carol Pickard... entertaining view of the women's triathlon.

## Race into this triathlon talk

The long and short of triathlon competition will be covered at the University of WA, Nedlands, on Tuesday, March 22.

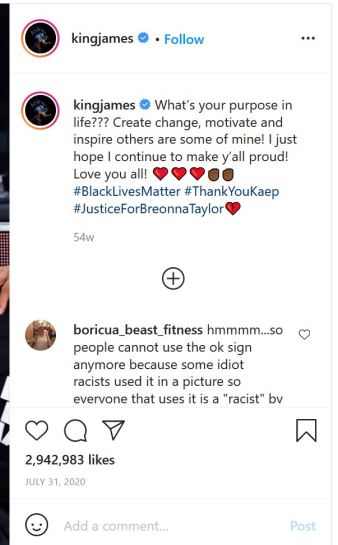
British triathlon champion Sarah Springman (185cm) and triathlon short-course champion Carol Pickard (165cm) will present a humorous and entertaining view of the women's triathlon.

Anyone, from triathlon beginners to elite athletes, males and females, are invited to the seminar, from 7 to 9pm, in the Recreation Centre.

Short and long course competition and training will be discussed as well as motivation, diet and racing strategies.

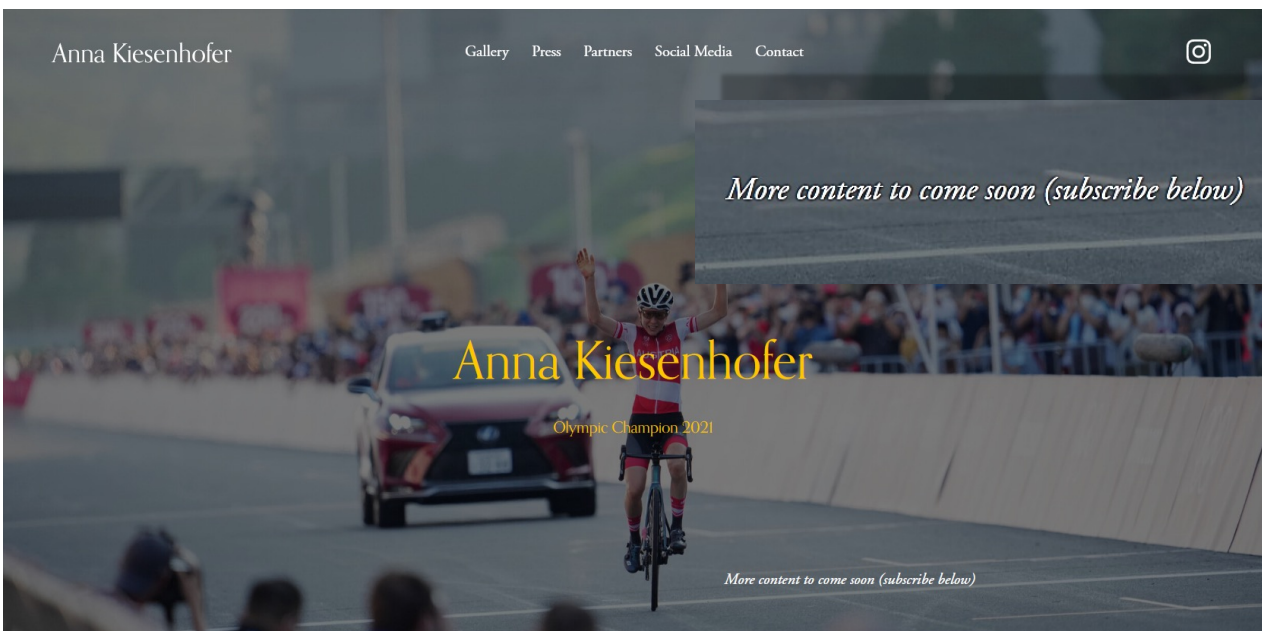
Tickets are \$2 for students and \$4 for non-students.

## Selfpromotion: Instagram etc.



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## Selfpromotion: Instagram etc.

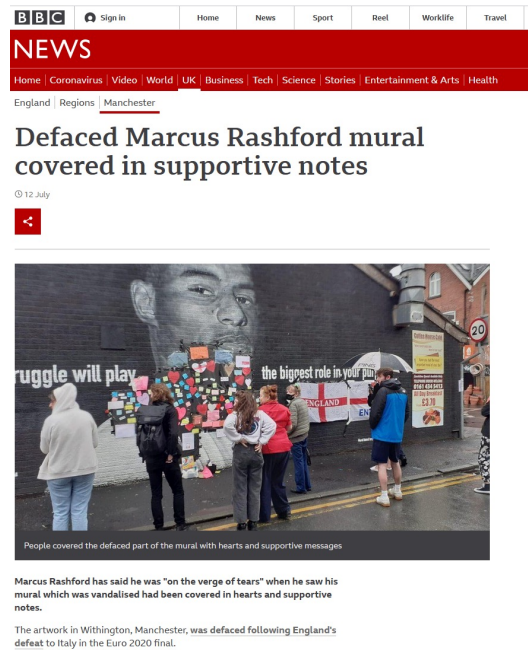




## Kehrseite von (sozialen) Medien



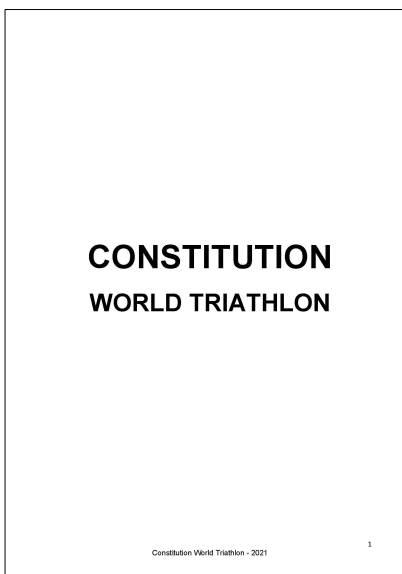
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## Steigende Herausforderungen



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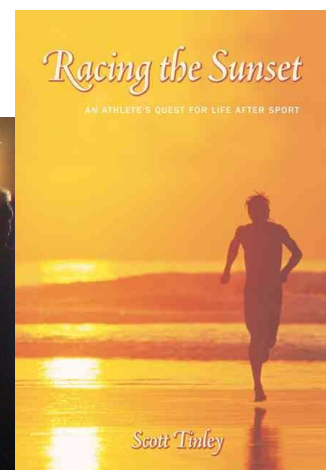
## Rückzug aus dem Sport



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## Rückzug aus dem Sport: was noch?



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Ziele setzen, neue Wege gehen



FEATURES

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ABOUT



**MARTINA HINGIS**  
THE FIVE-TIME  
GRAND SLAM  
SINGLES  
CHAMPION  
DESIGNS A LINE  
OF TENNIS  
CLOTHING FIT FOR  
A CHAMPION

by MICHAEL DOLAN

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sven\_riederer • Follow  
Zürich, Switzerland



sven\_riederer Der Start des Coworking Space und des Multisport Fitnesscenter steht kurz bevor!

-

Ich möchte mich bei meinem Geschäftspartner @trimotiontom für diese Möglichkeit und das Vertrauen bedanken ❤️

-

Das ganze Team und alle Partner sind bereit @fabrik11\_moveworklife mit Leidenschaft und guter Energie aufzubauen. Es wird mit Sicherheit nicht einfach werden in der aktuellen Situation ✂️ #fabrik11 #coworkingspace #fitnesscenter #zurich #dübendorf #fabrikler @michela\_linsing



280 likes

JUNE 7, 2020



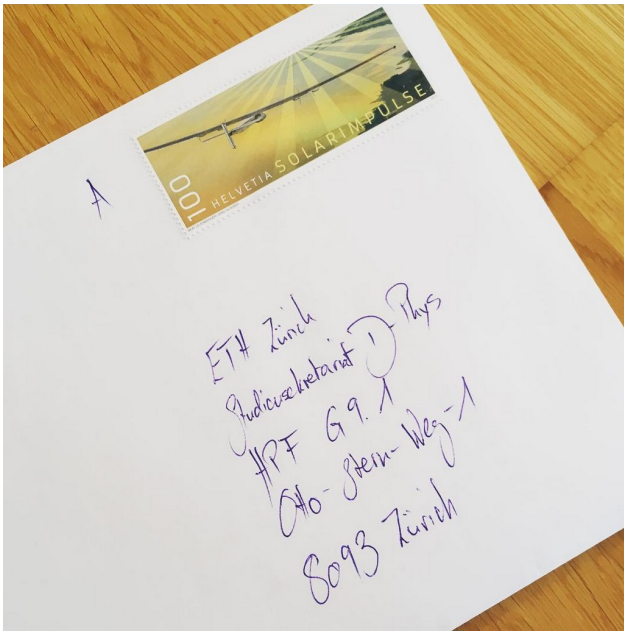
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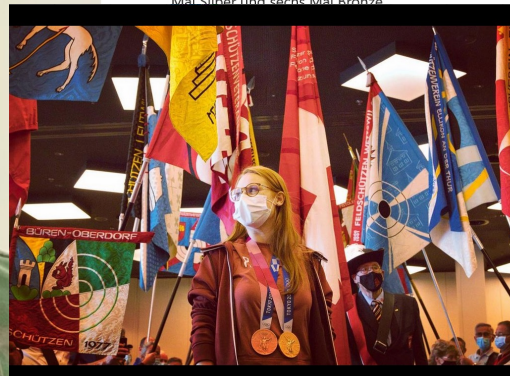
## Ziele setzen, neue Wege gehen



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## Umfeld und Rahmenbedingungen: Erfolg durch Organisation



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## Beispiele aus der Schweiz: Entourage!



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#trainingcamp  
📷 @takervazquez @pho3nixlife  
@orbitalstud.io  
14w

 lorentine.aibert I've been looking at Instagram posts all day and this ❤️

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## Beispiele aus der Schweiz



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 annakiesenhofer OLYMPIC GOLD!  
Thanks from the bottom of my heart to those who have been there for me over the last months and years. You know who you are. And you know that the very essence of this achievement is not so different from any other major goal I set myself in the past 😊.  
The last days have been such a crazy

♡ 💬 🗑️ 📌  
24,332 likes  
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## Universitäten und Spitzensport

### Alessandra Keller gewinnt an der Mountainbike-WM Gold

12.09.2018

Von: Joachim Schnabl

Alessandra Keller, Pharmaziestudentin am IPW, gewinnt Gold in der U23-Kategorie an der Mountainbike-WM 2018 in Lenzerheide. Das D-CHAB gratuliert der neuen Weltmeisterin ganz herzlich zu diesem Sieg!



Foto: EGO-Promotion  
www.rnracingteam.ch

[Zieleinfahrt und Interview auf SRF](#)

[Newsartikel auf NZZ.ch](#)

[Homepage Alessandra Keller](#)

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