

Photo credits: Mariska Fröger

"The Future of Eventing – At a Crossroads" - Mariska Fröger

equestrians
of tomorrow



Eventing  PRO

Meet Mariska

VHL Student Equine Leisure and Sports

Bachelor Thesis

Eventing rider & enthusiast

Volunteer & Secretary of the Renswoude Horse Trials.



Photo credits: JanID fotografie & EventingPhoto

Content



Background

Research Question & Methodology

Results

Sport modelling

The future of eventing 0-2 years

The future of eventing 3-5 years

Questions

Background

The power of social media

“The world is watching”

Millennials

“The game changers”

Welfare

MIM clips / Frangible devices /
Monitoring / Technical xc.

Business model / Earn Capacity

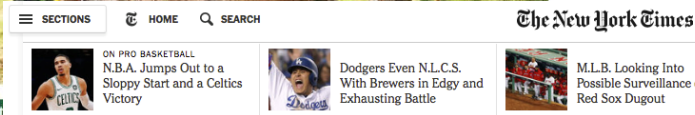
Innovations in technology, events &
risk management.

Mark Phillips: Safety demands better riding *H&H VIP*

Increasing grumbles about lack of prize- money in eventing

Horse & Hound
11:00 - 26 September, 2013

f t p 0 shares



TAGS: Brit

The swellin
the creati

SPORTS

After deaths, riders question safety of 'eventing'

By KATIE THOMAS APRIL 9, 2008

A failed jump by one of the world's finest riders and a spate of deaths have unnerved the equestrian community.

Darren Chiacchia, 43, who helped the U.S. Olympic team win a bronze medal at the Athens Games and was considered a favorite for this year's team, was training a horse on an intermediate course in Tallahassee, Florida, in March when the stallion crashed over the fifth fence, crushing - and nearly killing - its celebrated rider.



Mark Phillips: Bad riding is the problem *H&H VIP*

08:55 - 14 July, 2016

Horse & Hound's eventing columnist



Mark Todd: A £5,000 first prize won't buy you a new horse *H&H VIP*

08:55 - 22 August, 2015

H&H's eventing columnist praises
Aachen but warns that if anyone is to
beat Germany, they need to up their
game



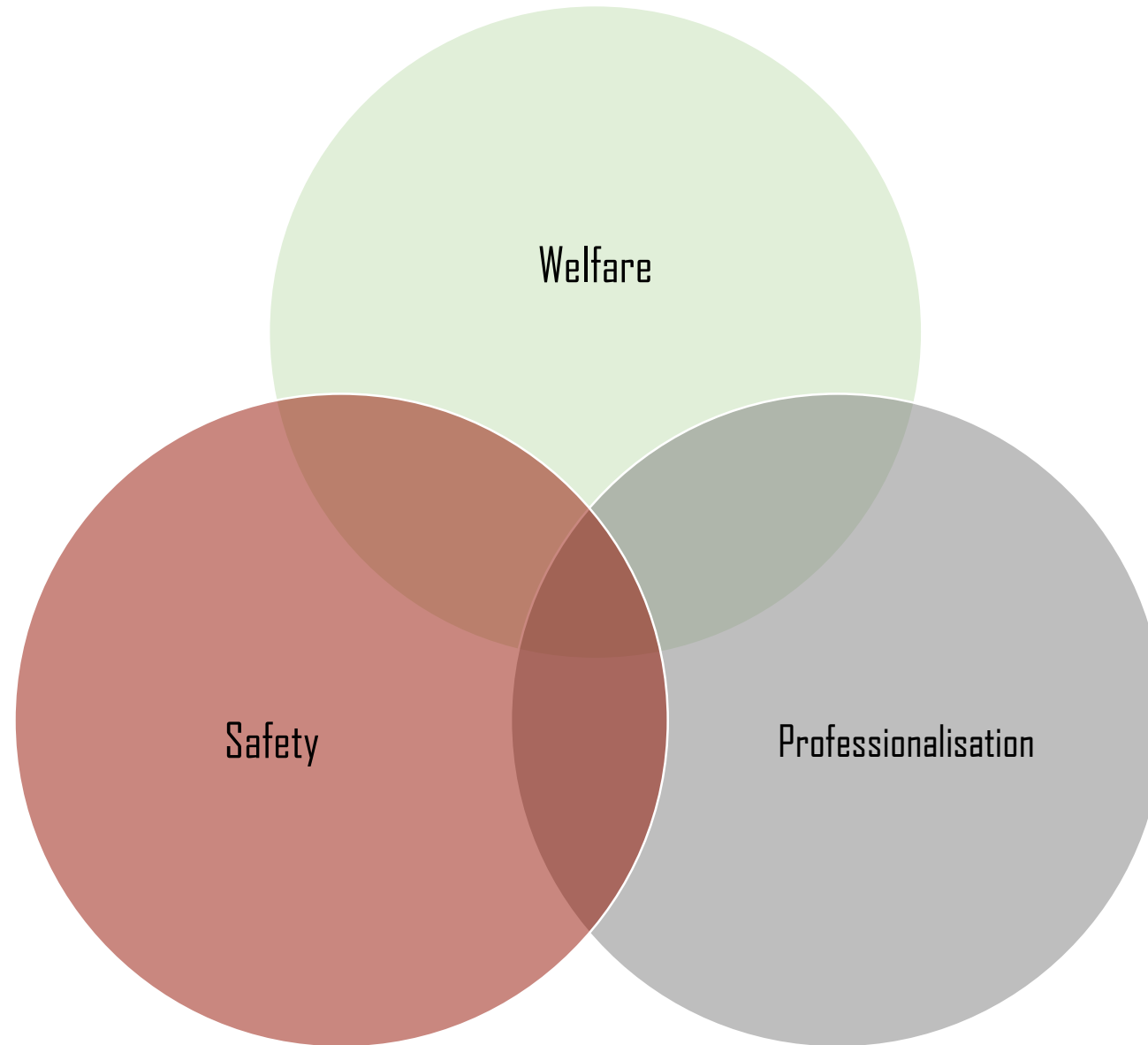
Harry Meade: safety is the rider's responsibility *H&H VIP*

08:55 - 16 March, 2017

Tim Lips, Olympic visionary

professional eventing yard on a low budget. The sponsor
fees in eventing are not comparable to the other
equestrian disciplines like dressage and jumping.'

Background



Research Question & Methodology

Q: What is the future of the Dutch eventing sport according to millennials & experts on welfare, safety and professionalisation?

Literature

Eventing & other sports

Millennial survey

Eventing riders, grooms,
volunteers & enthusiasts

Expert Interviews

Eventing, welfare, & animal
rights.

Results - Millennials

Welfare:

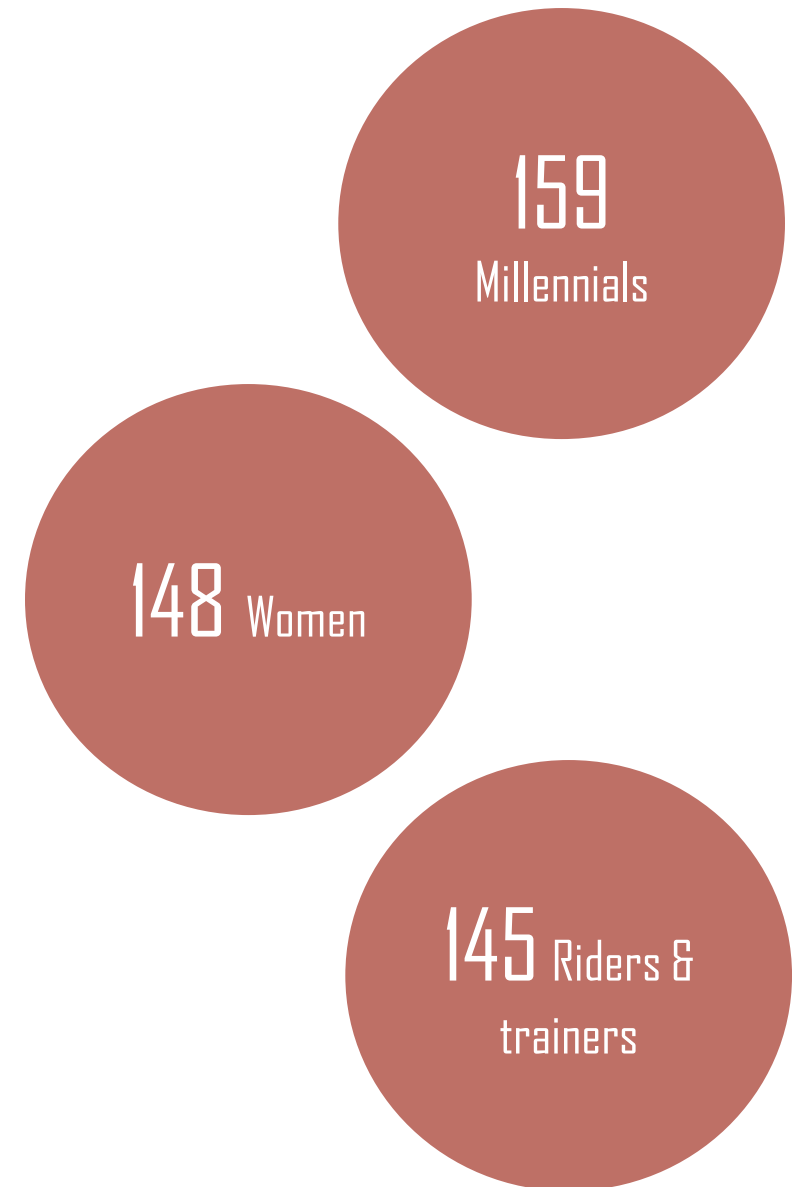
- Diversity in training / intensive contact / monitoring
- Education in monitoring & fitness of the horses
- Riders responsible for welfare

Safety:

- Focus on rider fitness & weight
- Continue to innovate in frangible devices
- Improve education xc builders & beginning riders

Professionalisation:

- Team elements
- Livestreams, marketing & accessibility
- No source of income / professional level too expensive



Results - Experts

20
experts

16 eventing
experts

4
welfare
specialists

Welfare:

- Riders are ambassadors of their sport
- Lack of knowledge on welfare amongst riders
- Animal rights organizations are not in any position to forbid eventing

Safety:

- More high quality xc with a proper learning curve
- Lack of knowledge in developing proper xc riding skills

Professionalisation:

- Education on management, horse & rider fitness and xc training
- More high quality xc courses in the Netherlands
- Crowd engagement with high quality data/ livestreams

Expert Quotes

“People think welfare is a **luxury**”.

“If public opinion on eventing changes drastically, then we really have a problem”.

“Our main goal is to stop the use of animals. We think animals are here for themselves and not for the entertainment of people”.

“Many riders do not understand, that cross country is quite demanding for an average horse”.

“The quality of competition data is still very poorly used. As people begin to realize the value of information they will embrace data”.

Sport models

Eventing as...

Proactiveness concerning risk

Crowd engagement including professionalism

Authority by federation

Formula 1

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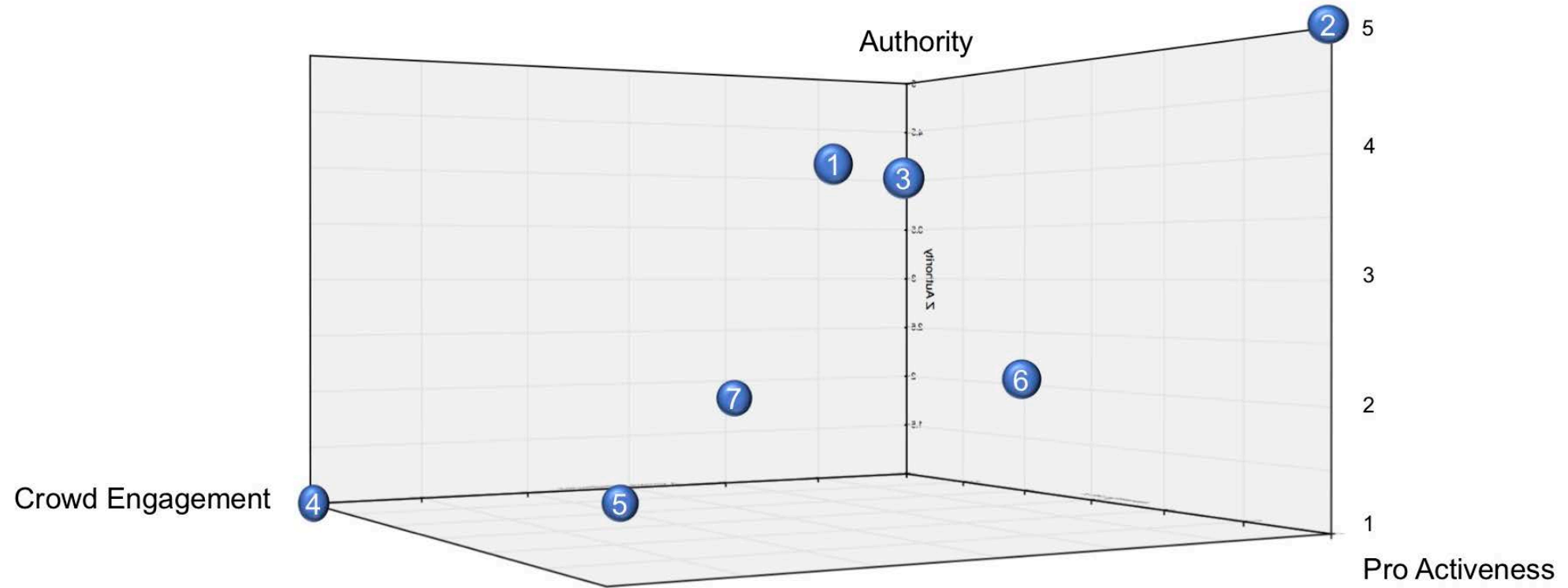
Skating

Red Bull Sports

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The Driving Forces for the Future of Eventing



This (3D) graph shows the driving forces of the seven future models for eventing. The XYZ axes go from 1 to 5. Each blue dot represents a certain sport model. Sport Models: 1 Skating; 2 Formula 1; 3 Athletics; 4 Red Bull Sports; 5 Show jumping; 6 Crossfit; 7 Fantasy

The future of eventing 0 – 2 years

Recommendations

Collaborate

Improve education on management &
monitoring of eventing horses and technical
riding skills

Review cross countries

Trends

More focus on riders

More use of technology

To keep on developing level of quality

The future of eventing 3 – 5 years

Riders

Knowledge

Team spirit

Importance of the groom

Union for (top) riders

Trainers

Total package

Team captain

Online training & trainingsvideo's

Event organizers

Growth Indoor, derby & regular eventing

Total vs. local events

Cross country building/ designing to become a specialisation

The End



Being **professional & proactive** about
equestrian triathlon

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Research available at:

www.eventingpro.com/research