



**Delivering
scientific
conferences
professionally**

TEMA 



The TEMA Conference Partnership Model

Scientific conferences often grow out of a strong academic community, a personal network, scientific relevance, and the commitment of individual academic leaders or organizing teams. What frequently becomes the challenge is not the quality of the content but the organizational and financial framework: conference planning, participant management, sponsorship, communication, digital infrastructure, and operational delivery require time, experience, and staff resources that are often in short supply in day-to-day institute work. This is exactly where the **TEMA Conference Partnership Model** comes in.

The concept combines scientific responsibility and a clear event structure in a collaborative partnership. As academic lead, you are responsible for content, program, and community. TEMA takes on the organizational, operational, and financial structure of the conference.

More than event organization: a partnership model

The TEMA Conference Partnership Model is not a classic service approach where individual event services are bought in. It is a partnership concept for scientific conferences. Responsibility for content stays with you: with the academic leadership, the institute, or the community. TEMA takes on the organizational, operational, and financial structure of the conference.

The result is a clear division of roles:

you focus on content, program, community, and academic development, while TEMA manages the organizational, technical, and financial framework. The public presentation of the conference is defined jointly, as partners.

The decisive difference: the economic model

For many institutes, academic leaders, and organizing teams, the real hurdle of a conference lies not in the academic idea but in the overall financial responsibility. Hosting a conference means carrying budgets, entering into contracts, managing income and expenses, and taking on financial risks. This is exactly where the Conference Partnership Model offers an option that, in many cases, makes scientific formats feasible in the first place or significantly more resilient.

Within the Conference Partnership Model, TEMA assumes economic ownership and the entrepreneurial risk of the conference. At the same time, TEMA creates the organizational and financial framework in which you can realize a format without having to carry the overall financial responsibility yourself. You contribute content, community, program, and scientific quality; TEMA takes on structure, overall organization, financial management, and operational delivery.

Especially when your staff resources are limited, this concept opens up new possibilities. Conference formats that would otherwise only be feasible with considerable extra effort or under a high level of financial self-responsibility can be realized in a structured, professional, and collaborative way.

How financing works in practice

Sustainable scientific conferences are often not based on collecting participant fees alone. Formats become

particularly resilient where several funding building blocks come together in a meaningful way: participant tickets, industry-related partner structures, sponsorship, exhibition, and a community that supports the format both academically and economically. This mixed financing is a key element of successful conference partnerships.

This works particularly well in fields with a clear connection to industry. Where scientific content meets economically relevant fields of application, additional opportunities for development emerge: industry representatives attend as participants, partners and sponsors support the format, exhibitors create visibility and additional funding. This strengthens the economic viability of the event and at the same time enables a professional standard in delivery, communication, and participant experience.

Scientific quality always remains the foundation. Economic viability creates the framework in which a format can be carried in a structured way and developed sustainably.

Who this concept is particularly interesting for

The TEMA Conference Partnership Model is particularly suited to you if, as an academic lead, institute, or research community, you already have a resilient network and want to develop a conference format professionally. The concept is especially attractive where academic reputation and community strength are in place but staffing or organizational resources for professional end-to-end delivery are limited.

Typical formats have an existing or easily activated community, a recurring participant base, a clear academic positioning, and an interface between science and industry. Size also plays a role: conferences that can be scaled professionally without yet requiring the structure of a large congress are a particularly good fit. The concept works best for conference formats in the range of around 100 to 250 participants.

Who contributes what?

As academic lead or from the scientific community, you contribute:

- the thematic direction,
- the scientific quality,
- the program,
- the academic community,
- the network and reputation of the format.

TEMA contributes:

- overall organization,
- participant management and digital infrastructure,
- communication and marketing logic,
- sponsorship and exhibitor structures,
- and overall operational and financial management.

It is exactly this interplay that creates the value of the concept: scientific excellence remains visible, while the event structure is professionalized where it makes the biggest difference: in planning security, visibility, reliability, and quality of delivery.



Why this concept is attractive for scientific communities

The TEMA Conference Partnership Model creates not only organizational relief but above all a resilient framework in which you can turn your content strength into a viable conference format. Especially where staff resources are limited and a strong community exists at the same time, the concept can reduce organizational burden and open up room for development. For you, this means: you can bring your content, your network, and your academic quality into a professionally carried format without having to bear the overall financial responsibility yourself.

What distinguishes successful conference partnerships is the interplay of all relevant factors: academic quality, an activatable community, available resources, economic viability, and a clear partnership logic between academic leadership and professional overall organization.

TEMA as a partner

TEMA brings experience in event management, congresses and conferences, hybrid and virtual events, live streams, ticketing, participant management, and sponsor and exhibitor acquisition. In addition, TEMA has been working for more than 30 years with clients and partners from associations, federations, institutions, the public sector, and research organizations. This experience is particularly relevant in academic environments, where decision-making processes, framework conditions, and forms of collaboration differ from the classic corporate context.

There is a further aspect: TEMA works not only on a project basis but often in long-term partnerships, sometimes over many years. Especially in scientific networks, where trust, reliability, and personal collaboration play a major role, this is a significant advantage.



Economic ownership also creates a special form of commitment: TEMA does not just support a format organizationally but is involved with a stake of its own in its success. This constellation creates a different depth of partnership than a purely operational service approach.

Conclusion

The TEMA Conference Partnership Model is a partnership concept for scientific conferences that need more than good content alone. It combines scientific quality with professional overall organization and creates a financial framework in which conference formats become feasible that would otherwise be difficult to realize in this form.

For you, this means: you can bring your content strength, your network, and your academic quality into a professionally carried conference format without having to bear the overall financial responsibility yourself. This is exactly where the special value of this concept lies.



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