AEO and GEO conferences worldwide in 2027: dates, prices and who runs them

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If AI Search is most of your job now, a broad SEO conference gives you a slice of it. At SMX München 2026, about 15 of the roughly 67 sessions we could see were on AI Search or GEO. That is a good share for a general show. It still means about four sessions in five are about something else.

This list is about the other kind of event, where AI Search, AEO or GEO is the whole day or a large part of it. A lot of them are young. GEO KNOW HOW reaches its third edition in 2027, and GEO Conference ran in Austin in July 2025. SEO Week has even renamed itself Relevance and now calls itself "The AI Search Conference". We found 11 events with a confirmed 2027 date, from Tokyo in February to Berlin in October, plus eight more that will likely return but have not said when.

One thing to know before you read on: Radyant presents Masters of Search, and we, Niklas and Jessica, host it. It sits in its date slot on 12 Oct 2027 like every other event here, and it gets one clearly labelled box further down.

Key takeaways

- **Eleven AEO and GEO conferences already have a confirmed 2027 date.** The calendar runs from FOUND in Tokyo on 18 Feb to Masters of Search in Berlin on 12 Oct, across four continents.
- **Seven of the 19 AI Search events Radyant tracked for 2027 are run or owned by a tool vendor.** Ahrefs, Semrush, Conductor, Moz and DemandSphere all have their own stage, so check who hosts before you read an agenda.
- **The US has the most conferences built entirely around AI Search.** Relevance, GEO Conference and AEO Conf all sit in New York or San Francisco, while Europe's whole-day events are Masters of Search, GEO Elite and GEO KNOW HOW.
- **Most 2027 early-bird prices end between 30 Nov 2026 and 15 Jan 2027.** brightonSEO in Brighton costs £330 + VAT until 3 Dec 2026, listed against £640, so the budget decision is worth making this year.
- **Read last year's session titles before you buy a ticket.** "How GEO Became Expedia's Fastest-Growing Channel" promises a result you can test. A talk that explains what GEO stands for does not.

Picking one or two events for 2027 and want to come back with something you can act on? Bring your own questions. Run a free growth audit to see how ChatGPT, Gemini and AI Overviews describe your company today, then pick the agendas that answer what you find. If Berlin in October suits you, Masters of Search tickets are here.

How we put this together

We looked for in-person events where AI Search, AEO or GEO is the main subject or a large, visible share of the programme. Broad SEO shows made the list only where we could count the AI Search sessions on a published agenda, or where there was a named session block for it.

We checked every date and price on the organisers' own sites on 25 Oct 2026, and the entries say where we could not. Only events with a published 2027 date go into the main calendar. The rest sit in the "no 2027 date yet" section rather than getting a guessed date. Attendance figures are the organisers' own, and the AI Search share is our reading of the latest published agenda.

The list runs in calendar order, not as a ranking. A publisher ranking its own event first is a poor look, and there are early signs that ChatGPT discounts lists like that, which we covered in The Brief. We mark an event "vendor" when its organiser or owner sells an SEO or AI visibility tool. That is not a criticism. It tells you whose data you will probably see on stage.

The 2027 calendar at a glance

Prices as of 25 Oct 2026; early-bird tiers change. Language is as stated by the organiser, or inferred from the speakers where it is not.

Date (2027)	Event	City	Cheapest ticket	Language	AI Search share	Best for
18-19 Feb	FOUND Conference (vendor)	Tokyo	¥19,800 super early bird, tax incl.	English and Japanese captions	Named AI Search track, no titles yet	APAC-facing teams
12 Mar	Sydney SEO Conference	Sydney	A$299 + GST	English	4 of 10 talks plus a panel (2026)	ANZ teams on a budget
17-19 Mar	SMX Advanced San Diego (vendor-owned)	San Diego	Not verified	English	GEO in scope, not countable	Senior US search marketers
24-25 Mar	SERP Conf.	Sofia	€99 super early bird to 15 Jan 2027, then €199, VAT not stated	English and Bulgarian	Low-medium (one masterclass, one panel)	Broad SEO at low cost
6-7 Apr	SMX München	Munich	€799 + VAT, one day, early bird to 4 Dec 2026	German and English	About 15 of 67 sessions (2026)	DACH in-house teams
6-8 Apr	Relevance, formerly SEO Week	New York	$999 for three days, to 30 Nov 2026	English	Whole event	Senior in-house leads
14-15 Apr	Ahrefs Evolve Singapore (vendor)	Singapore	Not published	English	15 of 34 sessions (San Diego 2026)	Hands-on AEO workshops
15-16 Apr	brightonSEO	Brighton	£330 + VAT, to 3 Dec 2026	English	Medium-high (a GEO and AEO block, Oct 2026)	The biggest European SEO crowd
11-13 May	Citation Conference	Toronto	Not published, tickets from 26 Oct 2026	English	Whole event	In-house brand and content leads
26-27 May	Ahrefs Evolve London (vendor)	London	Not published	English	15 of 34 sessions (San Diego 2026)	Hands-on AEO workshops
9-10 Sep	Ahrefs Evolve Austin (vendor)	Austin	Not published	English	15 of 34 sessions (San Diego 2026)	Hands-on AEO workshops
9-10 Sep	brightonSEO San Diego	San Diego	$550 to 3 Dec 2026, tax not stated	English	Medium-high (a GEO and AEO block, Oct 2026)	Broad SEO on a budget

20-22 Sep	SMX Advanced Boston (vendor-owned)	Boston	Not verified	English	GEO in scope, not countable	Senior US search marketers
28 Sep	GEO KNOW HOW	Berlin	€399 + VAT, in-house early bird	German	Whole event	German-speaking teams
12 Oct	Masters of Search (ours)	Berlin	€399 + VAT, early bird to 30 Jun 2027	English	Whole event	In-house teams

Which AEO and GEO conferences have a 2027 date?

An event that runs in several cities appears once, at its first date.

FOUND Conference, Tokyo: 18-19 Feb 2027

DemandSphere sells an SEO and AI Search tracking platform and runs FOUND at Muromachi Mitsui Hall: a day and a half, two stages, 300 seats, with English and Japanese captions. The 18 speakers include Rand Fishkin, Aleyda Solis and Jes Scholz. DemandSphere's own listing names an "AI Search" track, but session titles were not out yet on 25 Oct 2026. Tickets start at ¥19,800 (super early bird, tax included) and rise to ¥39,800 from 10 Jan, and brands can apply for two free invitations per company. foundconf.com

Sydney SEO Conference: 12 Mar 2027

Prosperity Media, an enterprise SEO agency, runs one day at the Amora Hotel Jamison with a mastermind the day before. All profits go to the Chris O'Brien Lifehouse hospital, and the organiser puts the last edition at about 300 people. In 2026, 4 of the 10 listed talks plus a panel were on AI Search, for example "How LLMs Really Work (And How It Affects Your Content Strategy)". Aleyda Solis and Kyle Roof are among the first 2027 speakers. Tickets are A$299 + GST, or A$799 + GST for VIP with the mastermind. Sydney SEO Conference

SMX Advanced, San Diego and Boston: 17-19 Mar and 20-22 Sep 2027

Search Engine Land's advanced show runs twice in 2027, its 20th year. Semrush bought Third Door Media, the company behind it, in 2024, so we count it as vendor-owned. GEO is in scope, and 2026 had a main-stage session called "Less Busywork, More GEO: Agentic Tools in Action". The official page would not load for our checks. The dates come from Search Engine Land's announcement as quoted by two other sites, and we have no price, so confirm both on the SMX Advanced page before you book.

SERP Conf., Sofia: 24-25 Mar 2027

This one is borderline. Day one is an AI Lab plus masterclasses, day two the conference, in English and Bulgarian with translation. AI Search is a strand rather than the theme: 2026 had a masterclass called "AI Search Visibility" and a panel called "SEO in the Age of AI". It is also one of the cheapest tickets here, €99 for the super early bird until 15 Jan 2027 and €199 after that, VAT not stated. serpconf.com

SMX München: 6-7 Apr 2027

Rising Media runs SMX München at the ICM with an editorial team not tied to a tool, plus a workshop day on 5 Apr. There is no GEO track. AI Search sits in the B2B focus track and an English "SEO & GEO" discussion strand. One 2026 example was "From AI Search Snippet to Sale: Measuring

AI-Overview Traffic in GA4 (and Proving ROI)". One day costs €799 + 19% VAT as an early bird until 4 Dec 2026, two days €1,299 + VAT. The broad shows are covered in more depth in our European SEO and AI Search calendar. smxmuenchen.de

Relevance (formerly SEO Week), New York: 6-8 Apr 2027

iPullRank, an agency, hosts it: three days on AI Search at Halo at 28 Liberty in the Financial District, one theme per day, capped at 450 people a day. The Founding Member pass is $999 for all three days until 30 Nov 2026 or until it sells out. The regular price is not public, and tax is not stated. Some lists still show SEO Week on 26-29 Apr 2027, but the official site says 6-8 Apr. relevanceconf.com

Ahrefs Evolve, Singapore, London and Austin: 14-15 Apr, 26-27 May and 9-10 Sep 2027

Ahrefs runs Evolve itself, at Pan Pacific Orchard in Singapore, Town Hall in King's Cross and the JW Marriott in Austin. Each city gets two days of main stage, small-group masterminds and workshops. At San Diego 2026, 15 of 34 sessions were on AI Search or AEO, including "PR for Machines: Earning Coverage That LLMs Repeat". If London keeps that mix, it is one of the few English-language events in Europe with that much AI Search on stage. Expect Ahrefs data in a lot of the talks. Prices were not readable on the site. ahrefsevolve.com

brightonSEO, Brighton and San Diego: 15-16 Apr and 9-10 Sep 2027

brightonSEO is the big independent one: two days, five stages and a training day before. The Brighton edition puts its own count at 4,500+ marketers. AI Search is one strand of a very broad programme, and October 2026 had a session block headed "GEO & AEO". Brighton costs £330 + VAT until 3 Dec 2026, listed against £640. San Diego is $550 against $1,100, tax not stated. Go for the crowd and the GEO block, and plan your own route through the stages. brightonseo.com

Citation Conference, Toronto: 11-13 May 2027

Foundation, a B2B content agency, produces this one with CKE at the Design Exchange: an evening on 11 May, then two days. It has one track and no expo hall, and some sessions are off the record. The 200 seats go by application, aiming for 70% in-house people. One session is on "Share of Model" measurement, but no speakers or prices were out on 25 Oct 2026. Tickets go live on 26 Oct, and the first 25 approved requests get a cheaper Founding Seat. Citation Conference

GEO KNOW HOW, Berlin: 28 Sep 2027

Claneo, a Berlin SEO agency, runs its third edition at Festsaal Kreuzberg. It is a full day on GEO in German, plus separate workshops whose 2027 dates were not clear yet. The brands and in-house early bird is €399 + 19% VAT (the site shows €474.81 with VAT). Regular is €449 + VAT, and agencies pay €899 + VAT. It falls on the same day as SMX Advanced Europe and two weeks before our own event, in the same city. The differences from Masters of Search are easy to check: German against English, workshops on a separate €1,499 + VAT ticket against workshops included, agencies at €899 against one price for everyone, and no published 2027 programme yet against four confirmed speakers. If your team works in German and is starting out, this is the one built for that. We put the two side by side in our European SEO and AI Search calendar.

Masters of Search, Berlin: 12 Oct 2027

This is ours. Radyant presents it, and Niklas and Jessica host it, so weigh this entry with that in mind. One day, one track, in English, at von Greifswald, for at most 200 people. The early bird is €399 + VAT until 30 June 2027, and the rest is in the box below.

Which AI Search conferences have no 2027 date yet?

These have 2026 editions, some still ahead, and will likely return, but none had a 2027 date on 25 Oct 2026. Prices are the 2026 ones.

- **SEO & GEO Summit, Disneyland Paris.** Two days, five rooms, in French, with 14 GEO and AI titles in the draft 2026 programme. The 2026 edition ran 15-16 Oct, with one-day tickets at €250 excl. VAT. A co-founder was listed in 2025 press as president of Yooda, an SEO tool, so it is partly vendor-linked. seo-summit.com
- **GEO Conference, New York and San Francisco.** Run by the events company Future of Work (FOW) LIVE. One day, 150 seats per city, no recordings and no booths. The 2026 dates are 4 Dec and 9 Dec, at $1,100. geo-conference.com
- **AEO Conf, San Francisco.** Co-hosted by three vendors: Graphite, AirOps and Webflow. The 2026 edition was one day on 19 Feb, with recordings on demand. aeoconf.com
- **GEO Elite, London.** Billed as "The UK's First GEO Conference": one day in English on GEO only, with 120 places. The 2026 edition is on 12 Nov, with tickets from £215. geoelite.co.uk
- **Spotlight by Semrush.** One day, two stages, about 1,000 senior marketers, framed around how customers choose brands in the age of AI. The 2026 edition was on 13 Oct, and the 2027 waitlist is open. spotlightconf.com
- **Tech SEO Connect, Durham, NC.** A community event from Mike King, JR Oakes, Patrick Stox and Matthew Kay. It is more technical SEO than AEO, with AI Search people among the speakers. 2026 runs 5-6 Nov at $1,073.93. techseoconnect.com
- **MozCon.** Moz's one-day roadshow, billed as a conference for "SEO, AI Search, and GEO". The 2026 London date is 13 Nov. MozCon
- **C3 by Conductor, New York.** One day, two stages, run by Conductor. 2026 has five AEO-titled sessions, including the keynote "Influence Engineered: Winning AEO at Scale", on 28 Oct at $500. C3

The one we run: Masters of Search

Radyant presents Masters of Search, and Niklas and Jessica host it. The 2027 edition is on Tuesday, 12 Oct 2027, at von Greifswald in Berlin: one day, one track, in English, for 200 people at most. The day has keynotes, a panel, and workshops and breakouts. The first confirmed speakers are Aleyda Solis (SEOFOMO, Orainti), Malte Landwehr (Peec AI), Margus Veeber (Pipedrive) and Niklas Buschner (Radyant).

The first edition ran on 22 Oct 2026 with seven keynotes, four workshops and a panel. Speakers included Jennifer Lapp, Amir Bohnenkamp (Heyflow), Dominik Schwarz (HomeToGo), Marvin Müller (OMR Reviews), Fabrizio Ballarini (Wise), Luis Rodriguez and David Konitzny (Peec AI). The audience is in-house teams from B2B software companies and big consumer brands, plus a few agencies. Niklas curates the programme so every talk shows real work and real numbers.

Early bird tickets are €399 + VAT until 30 June 2027, then €499. VIP is €999 and adds the speaker

dinner and a one-hour 1:1 with Niklas. Tickets and programme

How do you pick the right one?

Start with language and travel. In Europe, the days built around the subject are Masters of Search and GEO Elite in English and GEO KNOW HOW in German, and SEO & GEO Summit near Paris runs a heavy GEO programme in French. North America has more choice: Relevance, Citation Conference, GEO Conference and AEO Conf are AI Search from start to finish. In Asia-Pacific, FOUND in Tokyo and the Sydney SEO Conference have confirmed 2027 dates.

Then check who hosts. Seven of the 19 events here are run or owned by a company that sells an SEO or AI visibility tool. Some of them are cheap or free for brands: FOUND gives brands free invitations. You will also hear the problem framed the way their product solves it, because that is the data they have.

Then read last year's agenda. In our reading of the agendas, a good filter is whether the talks show experiments with numbers or mostly define acronyms. "How GEO Became Expedia's Fastest-Growing Channel" or a session on measuring "Share of Model" gives you something to test back home. A session that spends its time on what the letters stand for does not.

What should you do next?

Shortlist two events: one dedicated AI Search day and, if you also own classic SEO, one broad show from our European SEO and AI Search calendar. Then put the early-bird deadlines in your calendar now: Relevance on 30 Nov 2026, brightonSEO on 3 Dec, SMX München on 4 Dec, FOUND's cheaper tiers until 9 Jan (standard pricing from 10 Jan) and SERP Conf. on 15 Jan 2027. If you run marketing more broadly, see our AI marketing conferences for CMOs. Growth leads at software companies can pair this list with the B2B SaaS growth conferences for 2027.

FAQ

Is there a difference between an AEO, a GEO and an AI Search conference?

No, the three labels describe the same subject: how your brand shows up in answers from ChatGPT, Gemini, AI Overviews and similar tools. In our experience, AEO is more common in the US and GEO in Europe. Some events, like Relevance, just say AI Search.

Which AEO or GEO conference is the cheapest in 2027?

SERP Conf. in Sofia starts at €99 until 15 Jan 2027, but AI Search is only a strand there. Among events that lean harder on AI Search, FOUND in Tokyo starts at ¥19,800 including tax and the Sydney SEO Conference at A$299 + GST.

Are vendor-run AI Search conferences worth going to?

Often, yes, as long as you know who hosts. At Ahrefs Evolve San Diego 2026, 15 of 34 sessions were on AI Search or AEO, against about 15 of 67 at SMX München the same year. The trade-off is that a vendor's stage tends to show the problem through its own data.

Is there an English-language AI Search conference in Europe in 2027?

Yes, a few. Ahrefs Evolve comes to London on 26-27 May, brightonSEO in Brighton on 15-16 Apr has had a GEO and AEO block, and Masters of Search, which we run, is in Berlin on 12 Oct. GEO Elite in London is another English GEO day, with no 2027 date yet. GEO KNOW HOW runs in German, and SEO & GEO Summit near Paris in French.

Are the talks recorded if I cannot travel?

It depends on the event. AEO Conf put its recordings and slides on demand. GEO Conference has no recordings or livestream, and Citation Conference keeps some sessions off the record on purpose.