AI marketing conferences in Europe 2027: a calendar for CMOs

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Almost every big marketing event in Europe had AI somewhere on its 2026 programme. Far fewer covered a narrower question. What do ChatGPT, Claude or Google's AI Overviews say when a buyer asks which vendors to look at in your category?

On 25 October 2026 we went through the official sites and 2026 agendas of the senior marketing events in Europe. We wanted to see which ones cover that question, and what each one costs you in days and euros. The list has 13 events, sorted by their 2027 date rather than ranked. One of them is ours: Radyant presents Masters of Search, a one-day conference in Berlin, and Niklas Buschner and Jessica Ehrhardt, who wrote this piece, host it. It sits in its 12 October slot like every other entry.

The piece is for CMOs, VPs of Marketing and founders deciding where to spend a few days next year. If you run search day to day, our SEO and AI Search calendar for Europe and the AEO and GEO list go deeper into the specialist events.

Key takeaways

- **In our reading of the 2026 agendas, Forrester B2B Summit EMEA had the most AI Search of any senior event.** Its London agenda included "Beyond Visibility: Winning In AI Search". The 2027 edition runs 30 Sep to 1 Oct.
- **The big festivals put AI on stage but rarely show how buyers shortlist vendors in ChatGPT.** We found no session on AI Search in Cannes Lions' 2026 programme. The closest was Amazon's on agentic commerce.
- **Go to one network-heavy event yourself and send your search lead to a specialist one.** Ask them to bring back three experiments for your own site, each with a cost and a way to tell whether it worked.
- **Smaller rooms make it easier to learn something you can brief your team on.** VivaTech counts 200,000 attendees and we found no AI Search session there. The MarTech Summit Berlin had 350+ in 2025.
- **The cheapest spring 2027 tickets end this winter.** SMX München's €799 one-day early bird runs to 4 Dec 2026 and VivaTech's €350 pass to 3 Feb 2027, both excluding VAT.

Trying to decide whether AI Search deserves a share of next year's event budget? Check where you stand first. Run a free growth audit and we will look at how ChatGPT and AI Overviews answer for your category with you. If you would rather hear it from the people doing the work, Masters of Search is our one-day conference in Berlin on 12 October 2027.

How did we put this list together?

We started from the events a European marketing leader is most likely to shortlist. We kept the ones with a 2027 edition announced, plus two regulars that have not set a 2027 date yet. For each, we read the official site on 25 October 2026: dates, venue, published prices, stated size and the 2026

programme. Where a site blocked us, or a fact came from someone other than the organiser, the entry says so.

The AI Search column is our own reading of those agendas. We looked for sessions on how brands show up in AI answers, which is a narrower thing than AI in marketing.

The list runs in calendar order because we run one of the events, and a ranking written by an organiser is worth little to you. We left out The AI Summit London (9–10 June 2027), since its 2026 programme had no marketing track. We also left out Slush, where 76% of 2026 attendees were startups or investors.

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.

2027 date	Event	City	Cheapest published ticket	AI Search on the agenda (our reading)	Best for
25 Feb	The MarTech Summit Berlin	Berlin	Not published; free passes for qualifying brand-side leaders	"AI search and zero-click" is a stated 2027 theme	A small, senior room for one day
22–24 Mar	Advertising Week Europe	London	Not published	One CMO session on AI in 2026, none on AI Search found	UK consumer-brand peers
6–7 Apr	SMX München	Munich	€799 excl. 19% VAT, one day, early bird to 4 Dec 2026	A core topic, at practitioner level	Your search or growth lead
3–5 May	OMR Festival	Hamburg	€539 limited-time offer (regular €649), VAT not stated	Several GEO masterclasses in 2026	The DACH marketing industry in one place
1–3 Jun	Shoptalk Europe	Barcelona	Brands and retailers: free if hosted, else €600, plus 21% VAT	Several sessions on AI-led product discovery	Consumer brands and retail
16–19 Jun	VivaTech	Paris	€350 excl. VAT, super early bird to 3 Feb 2027	None on AI Search found	Seeing the AI vendors at scale
21–25 Jun	Cannes Lions	Cannes	Not published for 2027	AI throughout, none on AI Search found	Global brand and agency networking
1 Jul	B2B Ignite	London	£699 + VAT client-side (2026 price)	One SEO-to-GEO session in 2026	One practical B2B day
22–23 Sep (to confirm)	DMEXCO	Cologne	Not published	One GEO masterclass in 2026	The ad, media and martech market
30 Sep–1 Oct	Forrester B2B Summit EMEA	London	£699 client / £799 non-client (2026 price), VAT not stated	The most of the senior events we checked, in our reading	B2B CMOs who want analyst framing
12 Oct	Masters of Search (ours)	Berlin	€399 + VAT early bird to 30 Jun 2027	Whole event	In-house search teams and the people they report to
Not announced	Web Summit	Lisbon	2026: €1,053 excl. sales tax, general attendee	One zero-click session in 2026	Where AI platforms are heading

Not announced	Festival of Marketing	London	2026: £899 standard (from search results)	Could not read the agenda	UK brand marketers, one day

What does each 2027 event offer a marketing leader?

The MarTech Summit Berlin, 25 February

The MarTech Summit Berlin is a single day at the Grand Hyatt Berlin. The 2025 edition had 350+ attendees, 85% of them at leadership level by the organiser's count. "AI search and zero-click" is one of its stated themes for 2027, but there was no session list yet, so you are judging a theme rather than a programme. Qualifying brand-side leaders can apply for a free pass; other prices weren't on the page.

Advertising Week Europe, 22–24 March

Advertising Week Europe fills three days at 180 Studios on the Strand, with 300+ speakers and 100+ sessions. Its 2026 programme leaned brand-side, with Sainsbury's, Octopus Energy, Monzo and Burger King on stage. The Marketing Society hosted a CMO session called "AI's Next Leap for Marketing Leaders". In the pages we could read we found no session on AI Search, and pass prices are not public.

SMX München, 6–7 April

SMX München is a search conference at the ICM in Munich, with workshops the day before. AI Overviews and GEO are core to the programme. Jes Scholz opens it with "What If We Lived in a World Without Brand Websites?", and that keynote is the hour most worth a CMO's time. The rest is hands-on, so send your search or growth lead. One conference day costs €799 excl. 19% VAT until 4 December 2026, then €899. Both days are €1,299 early and €1,399 full price.

OMR Festival, 3–5 May

OMR Festival had 70,000 visitors in Hamburg in 2026, by OMR's own count. That makes it the closest the DACH marketing industry gets to being in one place. Go for the masterclasses rather than the main stage. In 2026 they included Beiersdorf on brand visibility in AI Search, Microsoft's Navah Hopkins on "Being Found vs. Being Chosen", and STADA on GEO across several products. Since that programme is our reason to recommend it, you should know we spoke at OMR in 2026 ourselves, presenting the Planeco Building case. Tickets were €539 for a limited time when we checked (regular €649), with VAT not stated.

Shoptalk Europe, 1–3 June

Shoptalk Europe at Fira Gran Via in Barcelona had the most specific European programme we found on how AI assistants change the way shoppers find products. The 2026 agenda included "The New Shelf: How AI Search Is Already Reshaping How European Shoppers Discover Brands". Pentland Brands and PepsiCo also ran sessions on AI-first and agentic discovery. The organiser counts 4,500+ attendees, one in three from the C-suite. Retailers and consumer brands can get a free hosted ticket if they qualify. Otherwise their pass is €600, down from €1,250, plus 21% Spanish VAT. If you sell software to other businesses, this is probably the wrong room.

VivaTech, 16–19 June

VivaTech puts 200,000 attendees and 4,500 exhibitors into Paris Expo Porte de Versailles, with Mistral, Anthropic, Hugging Face and NVIDIA among the exhibitors. It is a tech event first. It does have a marketing pass "dedicated to chief marketing officers (CMOs) and senior executives (VP+)", at €450 excl. VAT until 3 February 2027, then €590, then €750. The plain attendee pass starts at €350. Visionary Marketing and Blog du Modérateur describe a 2026 CMO Summit with AI-led sessions, which we could not confirm on the official site. We found no session on AI Search.

Cannes Lions, 21–25 June

Cannes Lions is global brand and agency leadership in one week, with around 500 speakers and more than 150 hours of content in 2026. AI ran through the programme. P&G's Marc Pritchard spoke on creativity in brand building "in an AI-driven world", and Demis Hassabis did a fireside. The closest thing to AI-driven discovery was Amazon Ads' own session on agentic commerce. 2027 passes are not on sale yet; Ad Age and Bizcommunity put the 2026 Classic pass at €4,465 plus 20% VAT. At that price we would go for reputation and top-level networking, and look elsewhere for something to brief your team on.

B2B Ignite, 1 July

B2B Ignite is one day in London for B2B marketing leaders. It prices client-side marketers below agencies and vendors: £699 + VAT against £799 in 2026, with 2027 prices not out yet. The 2026 agenda had a GEO session, "From SEO to GEO: Staying discoverable as AI rewrites the rules". One keynote was called "AI won't fix your GTM, but a systems-thinking CMO will". Group deals (three for two, six for four) make it cheap to bring a few people, and for now you can only register interest.

DMEXCO, 22–23 September (to confirm)

DMEXCO in Cologne gives you the broadest view of the European ad, media and martech vendor market in two days. The organiser counts around 40,000 trade visitors and 650 exhibitors for 2025. dmexco.com was unreachable every time we tried on 25 October 2026, so the 2027 dates come from copies of the official page in search results and from event listings. Confirm them before you book. The 2026 programme we could read had one GEO masterclass on the commerce stage, so DMEXCO fits best if your AI questions sit close to commerce and media buying. The ticket shop hadn't opened.

Forrester B2B Summit EMEA, 30 September–1 October

Forrester B2B Summit EMEA is the renamed B2B Forum EMEA, two days in London. In our reading of the 2026 agendas it had more on AI Search than any other senior event we checked. The sessions included "Beyond Visibility: Winning In AI Search" and one on measuring marketing contribution with AI Search and zero-click in mind. Semrush, the title sponsor and a tool vendor, gave a keynote. If you run B2B marketing and want an analyst's framing of how buyers research vendors with AI, this is the senior event we would pick. In 2026 it cost £699 for Forrester clients and £799 for everyone else, with four tickets for the price of three. The 2027 prices and venue are not out yet.

Masters of Search, 12 October

This one is ours, so read it with that in mind. Masters of Search is one day and one track, in English, at von Greifswald in Berlin, for 200 people at most. Confirmed 2027 speakers so far are Aleyda Solis,

Malte Landwehr of Peec AI, Margus Veeber of Pipedrive and Niklas. The early bird is €399 + VAT until 30 June 2027, then €499.

Which events have no 2027 date yet?

Web Summit, Lisbon

Web Summit hasn't announced its 2027 dates; the 2026 edition runs 9–12 November. It is a tech crowd of 71,386 people (2025) with its own Marketing Summit stage. There, Reddit's Rob Gaige spoke in 2026 on "Driving brand visibility in a zero-click world". It is a good place to see where the AI platforms are heading. For conversations with other marketing leaders, the smaller events here do more. The 2026 ticket page listed the general attendee pass at €1,053 excluding sales tax.

Festival of Marketing, London

Marketing Week's Festival of Marketing ran as a single day on 14 October 2026 at The Brewery in London, for 1,000+ marketers across 60+ sessions. The site blocks our tools, so we couldn't read the agenda and can't tell you how much AI Search it covers. Its FAQ, as it appears in search results, put standard passes at £899 and VIP at £999 in 2026, with the VAT treatment unclear. No 2027 date yet.

The one we run: Masters of Search

Radyant presents Masters of Search, and Niklas Buschner and Jessica Ehrhardt host it. The 2027 edition is on Tuesday 12 October at von Greifswald in Berlin. It is one day, one track, in English, for 200 people at most, with keynotes, a panel and workshops. The audience is in-house teams from B2B software companies and big consumer brands, plus a few agencies.

The 2026 edition, on 22 October, had seven keynotes, four workshops and a panel, with speakers from Heyflow, HomeToGo, Wise, OMR Reviews and Peec AI among others. Tickets are €399 + VAT until 30 June 2027, then €499. The VIP ticket at €999 adds the speaker dinner and a one-to-one hour with Niklas. Get your ticket.

How should a marketing leader pick?

Start from what you want to come home with. If it is relationships, hiring and a feel for the market, a big event earns its cost. OMR (70,000 visitors in 2026, by OMR's own count) and DMEXCO (around 40,000 in 2025) put most of your market in one hall. If it is something you can brief your team on the following week, size works against you. At VivaTech's scale we found no session on AI Search at all. In a room of a few hundred, like The MarTech Summit Berlin or Masters of Search, you can find the speaker afterwards and ask how they measured it.

The split we think works for most marketing leaders is simple. Go yourself to one network-heavy event, and send whoever runs search to a specialist one. SMX München in April and Masters of Search in October are the two on this list built for that person. Ask them to come back with three experiments they would run on your own site, each with what it would cost and how you would know it worked.

If you sell to businesses, the senior events with real AI Search content were Forrester B2B Summit EMEA and B2B Ignite. If you run a consumer brand, Shoptalk Europe had the most specific programme in our reading. And if you run growth at a B2B SaaS company, our SaaS growth conference list pairs well with this one.

Where does Radyant come in?

Say the experiments your team brings back point at AI Search, and nobody in-house has the time to run them. That is the work Radyant does as a Growth Partner, by which we mean an external team that owns the result and works like part of yours. We build the prompt set, take the baseline and tell you where to start, then we do the work. It won't be the right shape for every team reading this. A free growth audit is a low-effort way to find out where you stand, and our cases show what the work has looked like for other companies.

FAQ

Which European marketing conference covers AI Search best in 2027?

For senior B2B marketers, Forrester B2B Summit EMEA (London, 30 September to 1 October 2027) had the most AI Search on its 2026 agenda of the senior events we checked, in our reading. For hands-on depth, SMX München (6–7 April 2027) treats GEO and AI Overviews as core topics. For consumer brands, Shoptalk Europe (Barcelona, 1–3 June 2027) had, in our reading, the most specific programme on AI-led product discovery.

Is OMR Festival worth it for a CMO?

If you work in the DACH market, yes, as long as you go for the masterclasses. In 2026 those included sessions on AI Search visibility with Beiersdorf, Microsoft and STADA, while the main stage is more entertainment. We spoke at OMR in 2026 ourselves, so weigh our view with that in mind.

When do I need to book to get early-bird prices?

SMX München's early bird ends on 4 December 2026 and VivaTech's super early bird on 3 February 2027. Masters of Search keeps its €399 + VAT early bird until 30 June 2027. Most of the others had not published 2027 prices on 25 October 2026.

Which events are cheapest for brand-side marketers?

The MarTech Summit Berlin and Shoptalk Europe both offer free passes to brand-side leaders who qualify. B2B Ignite charged client-side marketers £699 + VAT in 2026, against £799 for agencies and vendors. VivaTech's marketing pass starts at €450 excl. VAT until 3 February 2027.

Which AI marketing conferences take place in Germany in 2027?

The MarTech Summit Berlin on 25 February, SMX München on 6–7 April and OMR Festival in Hamburg on 3–5 May. Then DMEXCO in Cologne on 22–23 September, still to be confirmed on the official site, and Masters of Search in Berlin on 12 October.