B2B SaaS growth conferences 2027: the European calendar and three US picks

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If you run growth at a B2B SaaS scale-up in Europe, the 2027 conference calendar is shorter than the one you remember. SaaStr Europa has not been back since London in September 2025. B2B Rocks has not announced anything since its September 2024 edition in Paris, and Pirate Summit stopped after 2023. SaaStock held its European event in Dublin every October from 2016 to 2025. In 2026 there was none, and its London event for 2027 has no date yet.

What is left falls into two groups. The SaaS and growth events cover product-led growth, conversion, experimentation and sales. The search events cover how buyers find you, and that now includes how they find you in ChatGPT and AI Overviews. In the published programmes of five growth events we found one session on AI Search. So the plan we would suggest to most teams for 2027 is one event from each group.

This calendar lists 13 events in date order: eight in Europe, three in the US that are worth the flight, and two with no 2027 date yet. Radyant presents one of them, Masters of Search, and Niklas Buschner and Jessica Ehrhardt host it. It sits in its 12 October slot like every other entry.

Key takeaways

- **The European SaaS conference circuit got smaller in 2026.** SaaStr Europa had no 2026 edition, B2B Rocks has announced nothing since September 2024, and SaaStock skipped Europe in 2026 and has not dated its London event for 2027.
- **SaaS growth conferences rarely cover how buyers find you in AI answers.** Radyant read the published programmes of five growth events and found one AI Search session: a GEO session at B2B Ignite 2026.
- **Pair one growth event with one search event.** Product-Led Summit Amsterdam (26–27 May 2027) covers activation and self-serve conversion, and SMX München (6–7 April 2027) covers organic and AI Search.
- **Book the European search events by early December.** brightonSEO's £330 + VAT tier ends on 3 December 2026, and SMX München's early bird, €799 + VAT for one day, ends on 4 December 2026.
- **HubSpot UNBOUND is a vendor event with real AI Search content.** The renamed INBOUND runs 8–10 September 2027 in Boston, and its 2026 programme included HubSpot's own AEO experiments.

Trying to decide between a growth event and a search event this year? Masters of Search is one day on SEO and AI Search in Berlin on 12 October 2027, for in-house teams at B2B software companies. Tickets are here. And if you want to know how your company shows up in ChatGPT answers before you pick, run a free growth audit.

How we put this together

We looked for events where a growth or marketing lead at a B2B SaaS scale-up would learn something about acquisition, conversion or how buyers find them. Every date, price and size below comes from the organiser's own pages, read on 25 October 2026. Where an organiser does not publish something, the table says so.

The list is in calendar order, not ranked. We run one of the events on it, and a ranking from us would not be worth much. For the AI Search count, we read the most recent published programmes of five growth events: SaaStr AI Annual, SaaStock, Product-Led Summit, GrowthMinded SUPERHEROES and B2B Ignite. We left out MarketingProfs B2B Forum because we could not verify its details. We also left out the invite-only Pavilion CMO Summit, general tech shows like Web Summit, and events with no sign of a 2027 edition, such as SaaStr Europa and Tech Open Air.

If search is your main job rather than growth, our calendar of SEO and AI Search conferences in Europe goes much deeper on that side. The AEO and GEO conferences worldwide list covers events built entirely around AI Search, and CMOs will find more in AI marketing conferences in Europe.

When are the 2027 events?

Prices as of 25 Oct 2026; early-bird tiers change. "AI share" is our reading of each event's most recent published programme. Language is as stated by the organiser, or inferred from the speakers where it is not.

Date	Event	City	Cheapest ticket	Language	AI share	Best for
6–7 Apr 2027	SMX München	Munich, DE	€799 + 19% VAT for one day, to 4 Dec 2026	About half English, half German	Core topic	Whoever owns organic and AI Search
15–16 Apr 2027	brightonSEO	Brighton, UK	£330 + VAT until 3 Dec 2026	English	Medium-high	SEO and content leads on a small budget
3–5 May 2027	OMR Festival	Hamburg, DE	€539 early bird (regular €649), VAT not stated	German and English	Strong	DACH teams who want breadth
26–27 May 2027	Product-Led Summit	Amsterdam, NL	Not published	English	None	PLG teams where product owns growth
15 Jun 2027	GrowthMinded SUPERHEROES	Frankfurt, DE	€899 + 19% VAT (Late Bird)	Not stated	None	Conversion and experimentation teams
1 Jul 2027	B2B Ignite	London, UK	£699 + VAT client-side (2026 price; 2027 not published)	English	One session	UK B2B marketing leads
30 Sep–1 Oct 2027	Forrester B2B Summit EMEA	London, UK	Not published	English	Strong	Leaders selling to enterprise

12 Oct 2027	Masters of Search	Berlin, DE	€399 + VAT early bird to 30 Jun 2027	English	Whole event	In-house search and growth teams
2–4 May 2027	Forrester B2B Summit North America	Phoenix, US	$1,957 client, $2,097 non-client, to 30 Nov 2026	English	Not out yet	Enterprise-facing marketing leaders
11–12 May 2027	SaaStr AI Annual	San Mateo, US	Not readable after 15 Oct 2026	English	Light	Founders, CROs and CMOs
8–10 Sep 2027	HubSpot UNBOUND	Boston, US	$1,699 presale, sold out	English	Strong (HubSpot's own)	Teams running on HubSpot

The European events come first in the table, then the three US ones.

Which events are on in Europe?

SMX München, Munich: 6–7 April 2027

SMX is a search conference with the tagline "GEO + SEO + PPC = SMX". Rising Media runs it at the ICM in Munich, with workshops on 5 April. The 2027 preview already lists a B2B SaaS case: Workpath on auditing "messy middle" content for search and AI visibility. One conference day costs €799 + 19% VAT until 4 December 2026, two days €1,299 early bird and €1,399 after that, and SMX counts over 1,000 participants, by the organiser's count. smxmuenchen.de

brightonSEO, Brighton: 15–16 April 2027

brightonSEO calls itself the world's largest search marketing conference, with thousands of attendees twice a year. AI Search is a large strand, with April 2026 talks like "5 Pillars for Winning in AI Search". Tickets start at £330 + VAT, and prices rise on 3 December 2026. The crowd is SEO and content practitioners rather than SaaS leadership, so send the person who will do the work. brightonseo.com

OMR Festival, Hamburg: 3–5 May 2027

OMR is not a SaaS event: it had 70,000 visitors in 2026, by OMR's own count, and its 2026 programme listed more than 800 speakers on six stages. That programme had a run of AI Search talks, among them Malte Landwehr of Peec AI and a Google session on Gemini in search. We spoke there too in 2026 (Niklas Buschner and Yvonne Muschler on our Planeco Building case). The early bird was €539 instead of €649 on 25 October 2026, and OMR does not say whether that includes VAT. omr.com

Product-Led Summit, Amsterdam: 26–27 May 2027

The Product-Led Alliance runs this at the Postillion Hotel & Convention Centre, next to the Product Operations Summit, and says 200+ attendees. The programme covers self-serve versus sales-assist, activation and conversion experiments, with nothing on search. The room is more product managers than marketers, and early bird tickets are on sale without a published price. The same organiser also lists a Product-Led Festival in London on 16 June 2027. productledalliance.com

GrowthMinded SUPERHEROES, Frankfurt: 15 June 2027

This is the renamed Growth Marketing Summit at the Alte Oper, and the 2026 edition was postponed to this date. It is run by konversionsKRAFT, a CRO and experimentation agency, so it is a vendor event. Its themes are experimentation, customer centricity and AI transformation, with nothing on search. It is capped at 500 people, and the Late Bird ticket is €899 + 19% VAT, rising to €1,099 in April 2027. growthmindedsuperheroes.com

B2B Ignite, London: 1 July 2027

B2B Marketing, the UK trade publication, runs this one-day event. The 2026 programme was mostly demand, ABM, brand and AI in go-to-market. It had one session on AI Search: "From SEO to GEO: Staying discoverable as AI rewrites the rules". For 2027 there is only a register-interest page; client-side marketers paid £699 + VAT in 2026. It suits UK B2B marketing leads who want a practical day with workshops for the team. b2bmarketing.net

Forrester B2B Summit EMEA, London: 30 September–1 October 2027

For an analyst event, the renamed B2B Forum EMEA had a lot on AI Search in 2026. There was a keynote on buyers moving to AI-driven search, a workshop on content for visibility, and a session on measuring marketing when AI answers remove the click. Semrush was title sponsor in 2026 with its own AI visibility keynote, and 2027 registration has not opened yet. It suits marketing leaders at later-stage scale-ups who sell to enterprise and need research-backed arguments for the board. forrester.com

Masters of Search, Berlin: 12 October 2027

The event we run, at von Greifswald in Berlin: one day, one track, in English, for at most 200 people. It has keynotes, a panel and workshops on SEO and AI Search, for in-house teams from B2B software companies and big consumer brands, plus a few agencies. The early bird is €399 + VAT until 30 June 2027, then €499. There is more on it in the box further down. masters-of-search.com

Which US events are worth the flight?

We would cross the Atlantic for three of them.

Forrester B2B Summit North America, Phoenix: 2–4 May 2027

The early bird runs until 30 November 2026: $1,957 for Forrester clients and $2,097 for everyone else. From 1 December it is $2,795 and $2,995, and teams get five tickets for the price of four. The 2027 agenda has no sessions yet, but the 2026 EMEA programme shows where Forrester's B2B content is going. It suits enterprise-facing marketing leaders who can justify an analyst-event ticket. forrester.com

SaaStr AI Annual, San Mateo: 11–12 May 2027

SaaStr says 10,000+ attendees, the largest SaaS-only crowd on this list, so go for the people. The 2026 workshop tracks covered agents, AI-run go-to-market, pricing AI and AI products. We found no session on search, although Perplexity's Chief Business Officer was a featured speaker. The last offer we could read, $999 for startups under $20M ARR, ended on 15 October 2026, and the current price did not load for us. saastr.com

HubSpot UNBOUND, Boston: 8–10 September 2027

INBOUND is now UNBOUND, and HubSpot runs it, so this is a vendor event. Its 2026 programme had AI Search content from HubSpot itself, including "Inside HubSpot's AI Search Lab: 7 AEO Experiments" and "How to Win at AEO With Zero Budget". HubSpot puts INBOUND 2025 at 13K+ attendees, and the $1,699 General Admission presale for 2027 has sold out with no regular price yet. It suits teams that run on HubSpot and want AEO tactics from a company that has published its own tests. unbound.hubspot.com

Which events have no 2027 date yet?

SaaStock London

SaaStock's homepage announces London and San Francisco flagship events for 2027, with "3k attendees each" as the goal. There is no London date or event page yet. By SaaStock's own published figures, its Dublin event had 3,119 attendees in 2024 and 1,680 in 2025, and there was no European edition in 2026. Its featured talks at Dublin 2025 had nothing on search. If you want founders and investors from European SaaS in one room, watch for the date. saastock.com

Slush

Slush in Helsinki runs on 18–19 November 2026 and has not dated 2027. By its own count, 76% of 2026 attendees are startups or investors. That makes it a fit for a founder raising money rather than for a growth lead.

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: one day, one track, in English, for at most 200 people. Confirmed speakers so far are Aleyda Solis (SEOFOMO, Orainti), Malte Landwehr (Peec AI), Margus Veeber (Pipedrive) and Niklas Buschner (Radyant).

The 2026 edition on 22 October had seven keynotes, four workshops and a panel, with speakers from Heyflow, HomeToGo, OMR Reviews, Wise and Peec AI among others. Early bird tickets are €399 + VAT until 30 June 2027, then €499. A VIP ticket at €999 adds the speaker dinner and a one-hour 1:1 with Niklas. See the programme and tickets.

How do you pick?

Start with the problem that is bigger for you in 2027. If it is activation and self-serve conversion, that points to Product-Led Summit or GrowthMinded. If it is pipeline from people who never found you, that points to a search event, because the growth events barely cover it in their published programmes.

Then pick one of each and send the right person. The growth lead goes to the growth event. Whoever owns organic and AI Search goes to the search event and comes back with two or three things to test in the next quarter.

Watch the dates on the tickets as well as the events. Forrester North America, brightonSEO and SMX München all have early-bird deadlines between 30 November and 4 December 2026, which is budget season for most teams anyway. At Radyant we work with B2B software scale-ups on the second half of

that split, how buyers find you in Google and in AI answers. If you want to see where you stand before you book anything, run a free growth audit.

FAQ

Is SaaStock happening in Europe in 2027?

SaaStock has announced a London flagship for 2027 on its homepage. As of 25 October 2026 there is no date and no event page. Its European event ran in Dublin every October from 2016 to 2025, and there was no European edition in 2026.

Is SaaStr Europa coming back?

Not as far as SaaStr has announced. The last edition on saastr.com is London in September 2025, with nothing listed for 2026 or 2027. The closest SaaStr event is SaaStr AI Annual in San Mateo on 11–12 May 2027.

Which SaaS growth conference covers AI Search?

Few do. B2B Ignite had one GEO session in 2026, and HubSpot UNBOUND had several AEO sessions, from HubSpot itself. For real depth on AI Search, pair a growth event with a search event such as SMX München, brightonSEO or Masters of Search.

Which conference on this list is cheapest in 2027?

The lowest published prices are brightonSEO at £330 + VAT, until 3 December 2026. Masters of Search follows at €399 + VAT until 30 June 2027. Product-Led Summit, B2B Ignite and Forrester EMEA have not published 2027 prices yet.

Is HubSpot UNBOUND the same as INBOUND?

Yes. HubSpot renamed INBOUND to UNBOUND, and the 2027 edition runs 8–10 September in Boston. HubSpot runs it, so it is a vendor event, and its 2026 programme had AEO sessions built on HubSpot's own experiments.