SEO and AI Search conferences in Europe 2027: the full calendar

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Source: https://www.radyant.io/comparison/seo-ai-search-conferences-europe-2027

The first early-bird deadlines for the 2027 European SEO conferences are already here, and brightonSEO's ends on 3 December 2026. Picking one or two by name has got harder, because nearly every European SEO event now has AI Search on the agenda. What differs is how much of the day it takes, which language the talks are in, and whether you end up in a room of 120 people or 4,500.

On 25 October 2026 we checked the official site of every European SEO and AI Search conference we could find. The 2027 editions are below in date order: 18 with a confirmed date and eight without one yet. Dates, prices and languages are the organisers' own. How much of each agenda covers AI Search is our reading of the most recent programme we could find.

One disclosure before you start. Radyant presents Masters of Search, a one-day conference in Berlin on 12 October 2027, and Niklas Buschner and Jessica Ehrhardt from our team host it. It sits in its date slot like every other event, and it gets one clearly marked box of its own further down.

Key takeaways

- **Nearly every European SEO conference covers AI Search, so pick by how much of the day it takes.** Of 20 events whose agenda or theme we could read, 17 give it a medium share or more, from one track at CAMPIXX to all of GEO Elite.
- **Most confirmed 2027 dates fall between March and June.** 14 of the 18 dated European SEO conferences run in those four months, from Baltic SEO Summit in Kaunas on 3 March to The Masterminders in Manchester in late June.
- **Berlin has three conferences heavy on AI Search within two weeks in 2027.** GEO KNOW HOW (German) and SMX Advanced Europe both start on 28 September, and Masters of Search follows on 12 October in English with no clash.
- **Booking early saves real money.** brightonSEO's April 2027 ticket costs £330 + VAT until 3 December 2026, against a struck-through £640. SMX Munich's early bird ends a day later, on 4 December.
- **We think most teams need one big show and one small single-track day, not five events.** brightonSEO's 4,500+ attendees (its own count) give you breadth. A capped room gives you conversations you can act on.

Trying to decide which of these is worth your budget? Work out what you want to bring back first. If it is a clear view of where your own brand shows up in ChatGPT, Gemini or AI Overviews, run a free growth audit and take the gaps to the talks. If you want a small English-language room in Berlin, Masters of Search tickets are on sale.

How did we put this calendar together?

We included public conferences in Europe where SEO or AI Search is the main subject, and checked each one on its organiser's own site on 25 October 2026. A 2027 date only counts if the organiser

publishes it. Where they don't, the event goes into its own section with the 2026 date for orientation. Prices are the cheapest in-person ticket shown on that day, livestream passes left out. Attendee numbers appear only where the organiser states one, and we say so each time.

The list runs in date order, not as a ranking. We run one of these events ourselves, so a ranking from us would not be worth much. There are also early signs that ChatGPT discounts ranked lists where the publisher puts itself first, which we wrote about in The Brief.

Who runs an event changes what you hear on stage, so we name it. Two events are run by tool vendors (Ahrefs and Semrush), which is fine as long as you know it. Three are run by SEO agencies, and one of those, Claneo, competes with us directly. We describe all three as honestly as the rest but do not link them, so search for the name if you want to go.

When are the SEO and AI Search conferences in Europe in 2027?

Prices as of 25 Oct 2026; early-bird tiers change. "AI Search share" is our judgement from the most recent agenda we could read. Language is as stated by the organiser, or inferred from the speakers where it is not.

2027 date	Event	City	Cheapest ticket	Language	AI Search share	Best for
3-5 Mar	Baltic SEO Summit	Kaunas, LT	€299 early bird, VAT incl.	Not stated (English-speaking line-up)	Medium	Affiliate, iGaming and link-building SEOs on a budget
11 Mar	Friends of Search	Amsterdam, NL	€410 + VAT (DDMA/VIA member early bird, to 2 Nov 2026)	English (not stated outright)	Medium	Benelux SEO and PPC teams
19 Mar	WTSFest London	London, UK	£599 standard (VAT not stated)	English	Medium-high	Technical and content SEOs who want one curated track
24-25 Mar	SERP Conf. Sofia	Sofia, BG	€99 super early bird to 15 Jan 2027, then €199 (VAT not stated)	English and Bulgarian, live translation	Low-medium (one masterclass, one panel)	Eastern European SEO and ecommerce teams
25 Mar	Re:commerce	London, UK	Not published (free VIP tickets by application)	English	n/a	Senior ecommerce marketing leaders
6-7 Apr (workshops 5 Apr)	SMX Munich	Munich, DE	€799 + VAT one-day early bird	About half English, half German	High	DACH in-house SEO and paid search teams
15-16 Apr (training 14 Apr)	brightonSEO (spring)	Brighton, UK	£330 + VAT until 3 Dec 2026	English	Medium-high	Breadth, and teams sending several people
22 Apr	Tech SEO Summit	Hamburg, DE	€949 excl. VAT (single price)	English	Low-medium	Senior technical SEOs

13 May	International Search Summit	Barcelona, ES	Not published	English	Medium	International and multilingual SEO
26-27 May	Ahrefs Evolve London	London, UK	Not published	English	High	Content and SEO marketers, especially Ahrefs users
1-3 Jun	SEO On Stage	Prague, CZ	Not published	Not stated	n/a	People who like trying a new format
3-4 Jun	CAMPIXX	Blankenfelde-Mahlow, near Berlin, DE	€699 super early (VAT not stated)	German	Medium	German SEOs who want two days and a festival evening
8-9 Jun	SMX Paris	Paris, FR	€650 + VAT one-day super early bird	French, some English	High	French-speaking SEO and paid search teams
23-25 Jun (conference 25 Jun)	The Masterminders	Manchester, UK	£295 conference only (VAT not stated)	English	n/a	SEO agency owners and freelancers
28 Sep	GEO KNOW HOW	Berlin, DE	€399 + VAT in-house early bird, to 10 Jan 2027	German	Very high	German-speaking teams new to AI Search
28-30 Sep	SMX Advanced Europe	Berlin, DE	€995 + VAT two-day to 30 Oct 2026, then €1,095	English	High	Experienced search marketers
6 Oct	UK SEO Summit	Peterborough, UK	Not published	English	Low	Budget-conscious UK SEOs
12 Oct	Masters of Search	Berlin, DE	€399 + VAT early bird, to 30 Jun 2027	English	Whole event	In-house teams at B2B software companies and consumer brands

Which conferences run between March and June 2027?

Fourteen of the 18 dated events fall into these four months. March alone has five.

Baltic SEO Summit, Kaunas (3-5 March)

Baltic SEO Summit is three days at the Business Leaders Center: a welcome party on 3 March, then talks, workshops and masterminds on one stage. The topic list puts AI Search and AI agents next to parasite SEO, iGaming and affiliate, and the side programme runs to Muay Thai and a basketball game. At €299 with VAT included it is cheap for three days, but no 2027 session titles are out yet and the crowd leans affiliate rather than in-house.

Friends of Search, Amsterdam (11 March)

Friends of Search is one day at the Kromhouthal, run by DDMA and VIA Netherlands, with the SEO and PPC awards on the same day. The organiser counted more than 700 people in 2026. Roughly a third of the 2026 SEO talks touched AI, such as Jan-Willem Bobbink's "Technical SEO for AI search: optimizing for non-human visitors", while the PPC half was about automation. After 2 November 2026 the non-member ticket goes from €530 to €590 + VAT, plus a €15 admin fee.

WTSFest London (19 March)

WTSFest London, the Women in Tech SEO conference, is one day at the Barbican Centre with ten talks on a single track, open to all genders. Its agenda includes "From Retrieval Theory to Compounding AI Citations: A GEO Framework That Actually Works", though we could not tell whether that is the 2027 line-up or carried over from 2026. It suits technical and content SEOs who would rather sit in one good room than pick between stages, and there are group discounts and scholarship tickets.

SERP Conf. Sofia (24-25 March)

SERP Conf. Sofia opens with an AI Lab and masterclasses, then holds the conference day at Inter Expo Center for 500 seats, in English and Bulgarian with professional translation. 2026 had panels like "SEO in the Age of AI". The conference ticket is €99 as a super early bird until 15 January 2027, then €199, the lowest published price on this list. The page shows several overlapping bundles, so check which one you are buying.

Re:commerce, London (25 March)

Re:commerce is a one-day ecommerce search conference at the Ham Yard Hotel, run by the SEO agency Re:signal. Prices are not published, super early bird pricing ends on 30 November 2026, and senior ecommerce marketing leaders can apply for a free VIP ticket. The 2027 agenda is not out yet.

SMX Munich (6-7 April)

SMX Munich counts over 1,000 participants by the organiser's count, more than 70 speakers and 60+ sessions at the ICM Messe München, plus a workshop day on 5 April. About half the sessions are in English. Rising Media, which runs it, says AI Search runs through every track, and three of the first seven 2027 sessions are about AI. The early-bird prices (€799 for one day, €1,299 for two, both + VAT) hold until 4 December 2026.

brightonSEO, spring (15-16 April)

brightonSEO is the broad one: five stages, 190+ speakers and 4,500+ marketers from over 70 countries by the organiser's count, with Hero Conf for PPC next door on the same ticket. April 2026 included "5.5M AI Citations Later: What YouTube Teaches Us About AI Search". With hundreds of talks it works best for a team that can split up and compare notes afterwards.

Tech SEO Summit, Hamburg (22 April)

Tech SEO Summit, run by Audisto, is six 45-minute talks on a single track at the Astor Film Lounge HafenCity, billed as "pure tech focused talks, no basics". The organiser vets attendees and may refund salespeople. AI Search took two of six talks in 2026, and the single price of €949 excl. VAT covers

lunch, dinner and drinks.

International Search Summit, Barcelona (13 May)

International Search Summit is one day at the World Trade Center Barcelona in four tracks, one of them called "AI Innovators". TransPerfect Digital (formerly Webcertain) runs it. It is built for international and multilingual SEO teams. Sessions and prices for 2027 are not out yet.

Ahrefs Evolve London (26-27 May)

Ahrefs Evolve London is the first European edition of Ahrefs' conference, two days in King's Cross with talks, masterminds and workshops. It calls itself an "AEO, SEO & Marketing Conference" and has announced Rory Sutherland, Kevin Indig and Tim Soulo. A tool vendor runs it, which is fine, but expect the topic to be framed around what Ahrefs measures. "First Release" tickets are on sale without a published price.

SEO On Stage, Prague (1-3 June)

SEO On Stage calls itself a "traveling theatrical conference". It started in 2026 and reaches Prague after Athens and Dubai, opening with a boat party on the Vltava before two conference days. Venue, prices, language and agenda are not published, so it is one for people who like new formats and can wait.

CAMPIXX, near Berlin (3-4 June)

CAMPIXX is a German "Konferenz-Festival" at a hotel in Blankenfelde-Mahlow, just outside Berlin: two days, five tracks, 50+ sessions and 500+ attendees by the organiser's count. One of the five tracks is "SEO & GEO WORLD", and no 2027 session titles are out yet. The page lists all four price tiers at once, from €699 to €999 (VAT not stated), so check which one is live.

SMX Paris (8-9 June)

SMX Paris is Rising Media's French edition at the Espace Saint Martin, mostly in French, with the SEMY Awards on 8 June. The agenda online, which reads as the 2026 programme, is heavy on AI, with titles like "Google Isn't Killing SEO, AI Is Raising the Bar (and 2026 Will Prove It)". The two-day pass is €790 + 20% VAT until 15 January 2027 and rises to €1,400 in the last tier.

The Masterminders, Manchester (23-25 June)

The Masterminders is for people who run an SEO business: a mastermind on 23 June (60 places, by application), a workshop on 24 June and the conference on 25 June. The organiser counted 150 attendees in 2025 and 250 in 2026. Workshop plus conference is £495 and the mastermind £645 (VAT not stated), and speakers are announced from January 2027.

Which conferences run in autumn 2027?

Four dated events fall between late September and mid-October, and three of them are in Berlin within two weeks.

GEO KNOW HOW, Berlin (28 September)

GEO KNOW HOW is a German-language day about AI Search and nothing else, now in its third edition at Festsaal Kreuzberg, run by the SEO agency Claneo. The agenda on its site, which may be from an earlier edition, includes Johannes Beus of SISTRIX and Malte Landwehr of Peec AI. In-house tickets rise to €449 + VAT on 11 January 2027 and €499 on 1 September, and agencies pay €899 + VAT. It clashes with the first day of SMX Advanced Europe.

GEO KNOW HOW or Masters of Search?

They are the two Berlin days built entirely around AI Search, two weeks apart, so teams ask us which one to pick. We run one of them, so here are the differences we can check rather than a verdict.

	GEO KNOW HOW	Masters of Search
Date	Tue 28 Sep 2027, same day as SMX Advanced Europe	Tue 12 Oct 2027, no clash
Language	German	English
Early bird	€399 + VAT for in-house teams, to 10 Jan 2027	€399 + VAT, to 30 Jun 2027, so no decision needed in budget season
Agencies	€899 + VAT	Same price as everyone
Workshops	Separate ticket, €1,499 + VAT with the conference	Included in the ticket
Room size	Not stated	200 people max
2027 programme	Not out yet; the agenda online may be from an earlier edition	Four speakers confirmed
Run by	Claneo, an SEO agency	Radyant, also an agency

Our honest read: if your team works in German and is starting out with AI Search, GEO KNOW HOW is built for that. If you want the talks in English, a programme curated so every talk shows real work and real numbers, and the workshops in the same ticket, that is the day we designed Masters of Search around. In 2026 that meant in-house speakers from companies like Heyflow, HomeToGo, OMR Reviews and Wise.

SMX Advanced Europe, Berlin (28-30 September)

SMX Advanced Europe is two conference days in English across two rooms, then a Deep Dive Day of full-day workshops on 30 September. About 10 of the 24 sessions in 2026 were on AI Search, GEO or LLMs. The two-day ticket goes to €1,095 + VAT after 30 October 2026 and reaches €1,495 at the regular price, and the 2027 venue is not announced yet.

UK SEO Summit, Peterborough (6 October)

UK SEO Summit is one day of keynotes, workshops and the Global SEO Excellence Awards. It is run by an agency that also runs other "SEO Summit" and "AI Summit" events. Its description covers on-page, technical, off-page, local and ecommerce SEO, so we rate the AI Search share low. Prices are not published.

Masters of Search, Berlin (12 October)

Our own conference: one day, one track, in English, for at most 200 people at von Greifswald in Berlin, with workshops in the ticket. The details are in the box below.

Which conferences have not announced a 2027 date yet?

These eight have a 2026 edition but no 2027 date on their official site. The 2026 details are for orientation only.

- **brightonSEO, autumn, Brighton.** Listed as "October 2027" without a date. The 2026 edition was on 8-9 October, with a "Friend" ticket at £580 + VAT.
- **SEOkomm, Salzburg.** One German-language day, with the online marketing conference OMX the day before. The 2026 edition is on 27 November, at €630 to €790 plus 20% Austrian VAT.
- **SEO-DAY, Cologne.** A mostly German day in a football stadium where about 20 of roughly 24 talks in 2026 are about AI Search. The 2026 edition is on 19 November, with the on-site Premium ticket at €349 (VAT not stated).
- **SEO & GEO Summit, Disneyland Paris.** Two mostly French days with GEO case studies from brands like Decathlon and Nissan. The 2026 edition was on 15-16 October, with a one-day pass at €250 excl. VAT.
- **Spotlight by Semrush.** One day for 1,000 senior marketers, by the organiser's count, on how customers choose brands in the age of AI, run by the tool vendor Semrush. 2026 was in London on 13 October, and the 2027 waitlist names no city.
- **SEO Vibes Summit, Zakopane.** Three days at a mountain resort for 350+ people, organised by WhitePress. The 2026 edition in May sold out, with the cheapest ticket at €491 gross.
- **GEO Elite, London.** Billed as "The UK's First GEO Conference", with 120 places for one day on AI Search only. The 2026 edition is on 12 November, with tickets from £215.
- **Search Tech, Bologna.** An Italian two-day event in a single room that has run for over 20 years. The 2026 edition is on 3-4 December, with a preview ticket at €229 + VAT.

The one we run: Masters of Search

Masters of Search is Radyant's conference. The 2027 edition is on Tuesday 12 October at von Greifswald in Berlin: one day, one track, in English, for at most 200 people, with keynotes, a panel and workshops. Confirmed speakers so far are Aleyda Solis (SEOFOMO and 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. The audience is in-house teams from B2B software companies and big consumer brands, plus a few agencies. Early bird tickets cost €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 tickets.

How do you pick one or two?

Start with language and how much AI Search you want. A German team that is new to AI Search will find the most of it at GEO KNOW HOW, or at SEO-DAY once its date is out. A team past the basics that wants a whole day of AI Search in English has Masters of Search in Berlin, and SMX Advanced Europe

or WTSFest if it wants AI Search next to classic SEO. If you want a bit of everything, brightonSEO and SMX Munich cover the most ground.

Then pair a big show with a small one. In our view the big shows are good for breadth and for seeing who is hiring. A single-track day with a capped room is where you have the conversations that change what you do on Monday. And book before December if you can, because the gaps are real: £330 against a struck-through £640 at brightonSEO, €995 against a regular €1,495 for two days at SMX Advanced Europe.

Whoever goes, ask them to come back with three experiments they want to run. If you want those experiments aimed at the gaps that cost you, Radyant's free growth audit shows where your brand appears in ChatGPT, Gemini and AI Overviews today. If AI Search is the whole point of the trip, our list of AEO and GEO conferences worldwide goes further. For the leadership side there is AI marketing conferences in Europe for CMOs, and for scale-ups B2B SaaS growth conferences.

FAQ

What is the biggest SEO conference in Europe in 2027?

brightonSEO, by its own count. The spring edition on 15-16 April 2027 advertises 4,500+ marketers from over 70 countries across five stages, and an October edition is listed without a date. In Germany, SMX Munich counts over 1,000 participants, by the organiser's count.

Which European conferences are only about AI Search?

Two Berlin days have a confirmed 2027 date: GEO KNOW HOW on 28 September in German, and Masters of Search, which we run, on 12 October in English. GEO Elite in London is another English option, with 120 places, but has no 2027 date yet. SEO-DAY in Cologne and the SEO & GEO Summit near Paris also put AI Search at the centre of their programmes. Neither has a 2027 date yet.

When do early-bird prices end for 2027 SEO conferences?

Most early-bird windows close between late October 2026 and mid-January 2027. SMX Advanced Europe raises its price after 30 October 2026, Friends of Search on 2 November, brightonSEO on 3 December and SMX Munich after 4 December. GEO KNOW HOW's in-house early bird ends on 10 January 2027, and SMX Paris and SERP Conf. Sofia move to their next tier in mid-January.

Are there English-language SEO conferences in Germany?

Yes. SMX Advanced Europe in Berlin (28-30 September 2027), Tech SEO Summit in Hamburg (22 April) and Masters of Search in Berlin (12 October) all run in English. SMX Munich is about half English and half German.

Should I go to GEO KNOW HOW or Masters of Search?

Language decides most of it. GEO KNOW HOW (28 September 2027) runs in German and suits teams starting out with AI Search; Masters of Search (12 October 2027), which we run, is in English, includes the workshops in the ticket and keeps the room at 200 people. Both start at €399 + VAT at early bird for in-house teams.

Which 2027 SEO conferences clash?

GEO KNOW HOW and the first day of SMX Advanced Europe both fall on 28 September 2027, in Berlin. SEO On Stage in Prague (1-3 June) and CAMPIXX near Berlin (3-4 June) overlap on 3 June, and Re:commerce in London is on 25 March, the second day of SERP Conf. Sofia.

How much does a European SEO conference ticket cost in 2027?

The cheapest published tickets on this list run from €99 at SERP Conf. Sofia (super early bird until 15 January 2027, VAT not stated) to €949 excl. VAT at Tech SEO Summit in Hamburg, which has a single price. For two days, brightonSEO costs £330 + VAT until 3 December 2026, SMX Advanced Europe €995 + VAT until 30 October 2026 and SMX Munich €1,299 + VAT until 4 December 2026. Late tiers cost more: SMX Paris reaches €1,400 for two days.