The 5 best B2B marketing conferences in Europe for AI Search

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https://www.masters-of-search.com/shortlist/b2b-marketing-conferences-in-europe-for-ai-search

B2B buyers now assemble a shortlist before they ever fill in a form. They ask a model which vendors to consider, get three or four names, and start there. If you are not one of the names, nothing in your funnel tells you, because there was no click to lose.

That is a different problem from the one most marketing conferences are built around. Lead volume, brand campaigns and event booths all assume the buyer arrives. The question now is whether they arrive at all.

Five European conferences where a B2B team can learn that specific thing, ordered by how much of the programme is actually about it.

The shortlist, ranked

#	Conference	Best for	City	Next edition	Cheapest ticket
1	Masters of Search	B2B teams who want a full day on AI Search, in English, with people running it inside comparable companies	Berlin, Germany	12 October 2027	€399 + VAT (Early Bird until 30 June 2027), then €499
2	GEO KNOW HOW	German-speaking B2B teams who want the full day of GEO depth in their working language	Berlin, Germany	1 October 2026	€499 + VAT for brands and in-house teams
3	Semrush Spotlight	Larger marketing teams who want AI visibility content plus the choice to split across a hundred sessions	London, United Kingdom	13 October 2026	From £249
4	Forrester B2B Forum EMEA	Enterprise B2B teams who need research-backed frameworks and internal buy-in, not tactics	London, United Kingdom	28–29 September 2026	Not published. Registration requires an account
5	OMR Festival	Teams who want the whole European marketing industry, vendors included, in one week	Hamburg, Germany	3–5 May 2027	From €479

Prices verified against each vendor's own pricing page on Sep 16, 2026.

How this was put together

This is a qualified list, and the qualifier does the work. These are not the best B2B marketing conferences in Europe in general. Forrester's research programme and the sheer scale of OMR make them better general events than anything else here. This ranks them on one narrow question: how much of the programme helps a B2B team get named inside an AI answer.

To qualify, an event has to take place in Europe, put AI Search, GEO or AEO on the published agenda as a named subject, and have enough B2B substance that a demand-generation or product-marketing

lead is not the odd one out in the room.

The order is the share of the programme spent on the subject. The top two run nothing else. The three below run it inside a broader agenda, and they get broader in the order listed.

Dates, agendas and prices come from each organiser's own site and were checked on 16 September 2026, in the currency and VAT treatment each organiser uses. One entry does not publish a price at all, which is stated rather than estimated.

Masters of Search is our own event and it is first on the rule above. It is also the smallest event here by a wide margin, it has run only once, and it is the narrowest. If your problem is B2B marketing generally rather than AI Search specifically, four of the five below suit you better and the last section says which.

Every entry in detail

1. Masters of Search

- **Best for:** B2B teams who want a full day on AI Search, in English, with people running it inside comparable companies
- **City:** Berlin, Germany
- **Next edition:** 12 October 2027
- **Cheapest ticket:** €399 + VAT (Early Bird until 30 June 2027), then €499
- **Format:** One day, one track, a small room. English throughout

A single-track day on AI Search and organic growth at von Greifswald in Berlin, with no other subject on the agenda. The second edition runs on 12 October 2027. In 2026 the B2B weighting was in who spoke: sessions about pipeline and citations rather than traffic, from people at OMR Reviews, Heyflow, Pipedrive and Brevo. A deliberately small room. Aleyda Solis, Malte Landwehr and Margus Veeber are confirmed for 2027. The rest of the programme is not out yet.

Where it is stronger

- The whole day is the subject, so a two-person team does not have to split up to cover it
- In 2026 the sessions were framed around pipeline and citations rather than traffic, which is the B2B version of the question
- English, which is what put Aleyda Solis and operators from Revolut, Pipedrive and Heyflow on the 2026 agenda
- A small room built around one subject, so the people next to you are running the same problem
- Five VIP seats, each including a seat at the speaker dinner the evening before

On the programme

- Confirmed for 2027: Aleyda Solis, Malte Landwehr and Margus Veeber, with more to come
- 12 October 2027: one day, one track, in English at von Greifswald
- VIP ticket at €999 + VAT, five seats, includes a seat at the speaker dinner the evening before
- 2026 lineup: Aleyda Solis (Orainti, SEOFOMO), Malte Landwehr (Peec AI), Jennifer Lapp (Brevo)
- 2026 lineup also had speakers from Revolut, Pipedrive, HomeToGo, OMR Reviews, Heyflow and LearnWorlds
- 2026 format: keynotes, a panel and four workshops capped at 30

Website: https://www.masters-of-search.com/conference

2. GEO KNOW HOW

- **Best for:** German-speaking B2B teams who want the full day of GEO depth in their working language
- **City:** Berlin, Germany
- **Next edition:** 1 October 2026
- **Cheapest ticket:** €499 + VAT for brands and in-house teams
- **Format:** One day at Festsaal Kreuzberg, optional workshop days either side. German throughout

Germany's first conference given entirely to generative engine optimisation, run by the Berlin agency Claneo and now in its second year. Like the entry above, the whole day is the subject. Unlike it, the whole day is in German and it has one more edition behind it. For a DACH B2B team whose buying committee, legal review and agency all work in German, that is the stronger fit and we would say so on a call.

Where it is stronger

- A full day of the subject in German, which nothing else here offers
- A previous edition, so the format has met a real audience once
- Workshop days on both sides, bought separately rather than bundled
- Twelve hours of programme at the in-house ticket price
- A developer track, useful if your blocker is implementation rather than strategy

On the programme

- A full-day programme on optimising for ChatGPT, Gemini and Perplexity
- Separate workshop days on 30 September and 2 October
- CODING.CON, a developer-facing track run alongside
- Main programme running 8am to 8pm

Website: https://www.geoknowhow.com/

3. Semrush Spotlight

- **Best for:** Larger marketing teams who want AI visibility content plus the choice to split across a hundred sessions
- **City:** London, United Kingdom
- **Next edition:** 13 October 2026
- **Cheapest ticket:** From £249
- **Format:** One day, 1,000+ attendees, 100+ sessions. English

Semrush's own conference, launched in 2025 and built around AI-driven brand visibility rather than classic SEO. Over a thousand marketers, more than eighty speakers, more than a hundred sessions in one day. For a B2B team of five it is the most efficient ticket here: everyone finds something, and nobody sits through a session meant for someone else. For a team of one it is the least efficient, because most of what you paid for runs while you are elsewhere.

Where it is stronger

- The best value here for a team of three or more, because the tracks split cleanly
- Built around AI visibility rather than retrofitted to it, despite the scale
- London, the easiest European city for most B2B teams to reach
- Cheapest entry ticket on this list
- Vendor production budget, which shows in how the day runs

On the programme

- AI-driven brand visibility as the central theme
- 100+ sessions across a single day
- 80+ speakers
- An expo floor, plus Mastermind sessions on the higher tiers

Website: https://www.spotlightconf.com/

4. Forrester B2B Forum EMEA

- **Best for:** Enterprise B2B teams who need research-backed frameworks and internal buy-in, not tactics
- **City:** London, United Kingdom
- **Next edition:** 28–29 September 2026
- **Cheapest ticket:** Not published. Registration requires an account
- **Format:** Two days in London, analyst-led. English

The most genuinely B2B event on this list, and the least specifically about AI Search. The 2026 agenda is built around AI-driven buyer autonomy collapsing traditional go-to-market models, which is the same shift the other entries address from the practitioner side. Forrester addresses it from the research side, with frameworks on aligning human and AI, converging brand and demand, and resetting how growth is measured. That is what you buy here: material that survives being presented to a CFO.

Where it is stronger

- The only entry built for B2B specifically rather than for marketers generally
- Analyst research rather than case studies, which is what moves an internal decision
- Addresses AI as a go-to-market shift, not a channel tactic, which is the right altitude for a CMO
- Two days, so there is room for the argument to develop
- Credibility that ends internal debates faster than a practitioner talk does

On the programme

- Research-backed frameworks on AI-driven buyer autonomy and go-to-market
- Aligning human and AI across the revenue process
- Converging brand and demand
- Analyst-led sessions and hands-on workshops

Website: https://www.forrester.com/event/b2b-emea/

5. OMR Festival

- **Best for:** Teams who want the whole European marketing industry, vendors included, in one week
- **City:** Hamburg, Germany

- **Next edition:** 3–5 May 2027
- **Cheapest ticket:** From €479
- **Format:** Three days at Hamburg Messe, 67,000+ visitors. German and English

Europe's largest digital marketing festival, and by a long way the biggest thing on this list. More than 67,000 visitors, 800 speakers and around 1,000 exhibitors, expanding to three days for 2027 with the first day given to masterclasses. AI runs through the whole programme, which is both why it qualifies and why it is last: the subject is everywhere and concentrated nowhere. You go for the scale, the vendor floor and the people, not for a curriculum.

Where it is stronger

- The largest concentration of European marketing people anywhere, which is a real reason to go
- The vendor floor is genuinely useful if you are evaluating tooling this year
- Three days for €479 at the early rate is the lowest cost per hour here
- Strong for a team that wants breadth, recruiting and partnerships alongside learning
- German and English content, so a mixed team is covered

On the programme

- 800+ speakers across digital marketing, technology and media
- Around 1,000 exhibitors on the festival floor
- A masterclass day added for 2027
- AI content spread across the programme rather than in a single track

Website: https://omr.com/en/events/festival/

What changes for B2B specifically

The B2B version of this problem is not traffic. A model that answers a consumer question sends someone to a product page. A model that answers a B2B question assembles a consideration set, and that set gets forwarded into a buying committee you never see. By the time a form gets filled in, the shortlist was decided weeks ago and you were either on it or you were not.

That has two consequences worth planning around. The first is that the win is being named alongside the right peers, not being named alongside everyone. An answer that lists you sixth of six has technically mentioned you and has practically excluded you. The second is that your own site is not where this is decided. Models describe B2B vendors using third-party sources, comparison sites and community threads, because that is where independent description exists.

Which is why the useful sessions at any of these events are the ones about getting described elsewhere, not the ones about your own pages. When you compare agendas, count those.

Team size changes the answer more than budget does

For one person, a single-track day is worth more than a hundred-session festival at any price. You see everything, you miss nothing, and you come back with a coherent picture rather than four fragments. The two events at the top of this list are built that way, and that is who they are built for.

For a team of three to five, the calculation inverts. Parallel tracks stop being a cost and become the point, because you can cover four rooms at once and compare notes over dinner. Semrush Spotlight

and OMR are far better value at that size, and a €499 single track starts to look like an expensive way to have everyone hear the same talk.

For a team that needs a decision signed off rather than a technique learned, neither shape helps much. That is what Forrester is for, and the price being invisible on the website is a reasonable signal about who it is aimed at.

Who we left off, and why

We left off DMEXCO. It is in Cologne, it is large, and it has AI content, but it is a trade fair whose centre of gravity is the exhibition floor. It overlaps heavily with OMR and OMR does it better for this purpose.

We left off B2B Ignite and the European ABM Forum. Both are proper B2B marketing conferences and both are stronger than most of this list on demand generation, ABM and sales alignment. Neither puts AI Search on the agenda as a named subject, which is the qualifier here. If your brief is B2B marketing rather than AI Search, start with those two instead of this page.

We left off SMX Advanced Europe and SEO-DAY, which are covered on the German list. They are search conferences with strong AI Search content and no particular B2B weighting.

We left off the large US events. INBOUND and the North American B2B summits are relevant and they are not in Europe, and flying a team to one changes the budget conversation entirely.

Questions buyers actually ask

Is this a list of the best B2B marketing conferences in Europe?

No, and the distinction matters. This ranks European conferences on how much of the programme helps a B2B team get named inside an AI answer. On general B2B marketing, Forrester's B2B Forum EMEA and OMR Festival are stronger events than the two at the top of this list, and B2B Ignite and the European ABM Forum are stronger still on demand generation and ABM. They are not here because AI Search is not a named subject on their agendas.

Which one should a B2B SaaS company send someone to?

It depends on the size of the someone. One person running organic growth gets most from a single-track day, which means Masters of Search in English or GEO KNOW HOW in German. A team of four gets most from Semrush Spotlight, because they can split across tracks for less than the cost of two tickets elsewhere. A CMO who needs to change how the board measures the channel gets most from Forrester.

What does it cost to send a team to one of these?

Tickets run from £249 to €649 published, with one entry not publishing at all. For anyone travelling, the ticket is the smaller number: two nights and flights typically add €600 to €900 a head, which means a four-person team lands between €4,000 and €6,000 whichever of these you pick. That narrows the real difference between a £249 ticket and a €499 one to about four percent of the trip.

How do I tell whether an agenda is really about AI Search?

Count the sessions that name a specific engine or a specific mechanism. ChatGPT, Gemini, Perplexity, AI Overviews, retrieval, citations, query fan-out. A session called "Marketing in the age of AI" is a keynote about change, which is worth exactly one slot in a day and not four. Then check whether the speakers run this work or sell tools for it. Both are useful, and only one of them will answer a hard question from the floor.

Should a B2B team go to a search conference or a B2B conference?

Both, in a specific order, if you can only do one a year each way. Go to the search conference first, because the mechanics are the part you cannot reason your way to and the field changes fast enough that last year's understanding is stale. Go to the B2B conference when the problem has moved from "how does this work" to "how do I get this funded and measured". Sending the same person to both in one year is usually worse than sending two people to one each.