The 3 best AI Search conferences in Berlin

Masters of Search, presented by Radyant · Published Sep 16, 2026

Source: https://www.masters-of-search.com/shortlist/best-ai-search-conferences-in-berlin

Berlin has three conferences with AI Search on the agenda. In 2026 all three ran inside four weeks, at €499, €499 and €1,695. Masters of Search runs next on 12 October 2027, from €399. For most teams that is a choice of one, not three.

They are genuinely different events rather than three versions of the same one, and the thing that separates them is not quality. It is language, room size, and how much of the programme is AI Search.

Three conferences, what each is actually for, and the case for picking a different one than the one we run.

The shortlist, ranked

#	Conference	Best for	City	Next edition	Cheapest ticket
1	Masters of Search	Teams that want a full day on AI Search in English, in a room small enough to actually meet people	Berlin, Prenzlauer Berg	12 October 2027	€399 + VAT (Early Bird until 30 June 2027), then €499
2	GEO KNOW HOW	German-speaking in-house teams who want a full day of GEO without switching language	Berlin, Kreuzberg	1 October 2026	€499 + VAT for brands and in-house teams
3	SMX Advanced Europe	Senior teams running SEO and paid together, who want GEO inside one advanced agenda	Berlin	29 September – 1 October 2026	€1,695

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

How this was put together

This list is Berlin only. Not Berlin-area, not a short train ride. The event has to take place in the city. That rule removes CAMPIXX, which runs at Blankenfelde-Mahlow just over the Brandenburg border, and it removes every strong DACH event in Cologne, Munich, Hamburg, Salzburg and Vienna. The result is a list of three rather than a padded list of eight, which is the honest length.

An event qualifies if GEO, AEO or AI Search is a named topic on the published agenda rather than a line in the marketing copy.

The order follows how much of the programme is AI Search. The top two run nothing else; the third is a broad advanced search conference where GEO is one area. That is a statement about programme shape, not about which event is better run.

Dates, agendas and prices come from each organiser's own site and were checked on 16 September 2026. Prices are the cheapest published tier on that date, excluding VAT where the organiser quotes them that way. The Masters of Search date and prices are for its 2027 edition, from our own conference page.

Masters of Search is our own event and we have put it first, on the programme-shape rule above rather than on a judgement that it is the best of the three. Where it separates from the other full-day GEO

event in this city is language. Running in English is what let its first edition book Aleyda Solis (Orainti, SEOFOMO, and a fixture of the major search conferences for a decade) along with operators from Revolut, Pipedrive, Heyflow and OMR Reviews. All of them present in English. That is not a claim about who works harder; it is arithmetic about the size of the pool each event is choosing from.

The case against it, stated here rather than left out: it has run only once, its full 2027 programme is not out yet, it runs in English only, and it has no refunds. For a German-speaking in-house team, GEO KNOW HOW is the straightforward pick, a full day of the same subject in your working language, with a previous edition you can ask people about. For a senior team that runs SEO and paid together, SMX Advanced Europe covers ground we do not attempt.

Every entry in detail

1. Masters of Search

- **Best for:** Teams that want a full day on AI Search in English, in a room small enough to actually meet people
- **City:** Berlin, Prenzlauer Berg
- **Next edition:** 12 October 2027
- **Cheapest ticket:** €399 + VAT (Early Bird until 30 June 2027), then €499
- **Format:** One day at von Greifswald, one track, a small room. English throughout

A single-track day on AI Search and organic growth at von Greifswald in Prenzlauer Berg. The second edition runs on 12 October 2027. It runs in English, which is what made the first lineup possible: Aleyda Solis of Orainti and SEOFOMO, Malte Landwehr of Peec AI and Jennifer Lapp of Brevo. The room is kept small on purpose. 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 AI Search, in a single track, so there is nothing to miss
- English, which is why the 2026 lineup could include Aleyda Solis. A German-language event in this city picks its speakers from DACH. This one picks from Europe and the US
- A small room. You will have conversations rather than collect badges
- Five VIP seats, each including a seat at the speaker dinner the evening before
- Early Bird is €399 + VAT until 30 June 2027, less than either other event charged in 2026

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 in-house teams who want a full day of GEO without switching language
- **City:** Berlin, Kreuzberg
- **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 it, the whole day is the topic. Unlike it, the whole day is in German, and it has one more edition behind it. For a German-speaking in-house team, that combination is a strong argument.

Where it is stronger

- A full day of GEO in German, which no other event in this city offers
- A second edition, so the format has been through a real audience once
- Optional workshop days on both sides, so depth is bookable separately
- A developer track, which almost no search conference runs
- A twelve-hour day, which is a lot of programme for €499

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 alongside the main conference
- Main programme running 8am to 8pm

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

3. SMX Advanced Europe

- **Best for:** Senior teams running SEO and paid together, who want GEO inside one advanced agenda
- **City:** Berlin
- **Next edition:** 29 September – 1 October 2026
- **Cheapest ticket:** €1,695
- **Format:** Two conference days plus a Deep Dive Day. Experts-only positioning. English

The senior end of European search: two days across SEO, PPC, GEO and AI, then a Deep Dive Day. It states plainly that it is built for people already fluent in search marketing. GEO sits inside that as one advanced area among several, which is the trade: less AI Search than the two above, far more of everything else, at three times the price.

Where it is stronger

- The most senior room of the three, and the widest range of disciplines in it
- SEO and PPC at equal depth, which neither other event attempts
- English, with an international speaker pool
- A Deep Dive Day, so depth is scheduled rather than hoped for

- An established series with years of editions behind it

On the programme

- Advanced SEO across technical, content and strategy
- PPC and paid search at the same seniority
- GEO and AI Search visibility as a named content area
- A dedicated Deep Dive Day on 1 October

Website: https://smxadvanced.eu/

Three events in four weeks, and how to pick one

The clustering is not a coincidence. Autumn is conference season in European search, and Berlin is where the German industry is, so three organisers reached the same conclusion about the same four weeks. For you it means one budget decision rather than three, and the deciding questions are short.

Does your team work in German? If yes, and nothing about your work needs English, GEO KNOW HOW is the straightforward answer and you can stop reading. A full day in your working language transfers back into the organisation better than a marginally stronger speaker list you then have to translate for colleagues.

Do you run paid search and SEO as one function, with senior people in both? Then SMX Advanced Europe is worth its price, and neither of the two single-topic days will serve half your team.

Is AI Search the specific problem, in English, with people who are running it now? That is the room we built, and it is why the day has one track and a small room.

Why this list has three entries and not eight

Most roundups of this kind would include CAMPIXX, DMEXCO and SMX München here and call it a Berlin list. CAMPIXX runs at Blankenfelde-Mahlow in Brandenburg, DMEXCO is in Cologne, SMX München is in Munich. Padding the list would make it look more useful and make it wrong.

Three is also the real answer to the question. Berlin genuinely has three conferences this autumn where AI Search is on the published agenda as a named topic, and a buyer deciding where to spend one budget is better served by three accurate entries than eight where five need a footnote.

If you are willing to travel, the list gets longer quickly: SEO-DAY in Cologne in November, SEOkomm in Salzburg, SERP Conf. in Vienna, SMX München in April. The German list covers the domestic ones.

What a Berlin conference actually costs

The ticket is the smaller number for anyone travelling. A €499 ticket with two nights in Prenzlauer Berg in October, flights and two days of someone's time lands closer to €1,500 all in. That changes the comparison with the €1,695 ticket less than it looks, because the travel is identical either way.

What it does change is the case for sending two people instead of one. At €499 a head, two people at one event costs less than one person at the expensive one, and two people split across workshops cover twice the programme. At capped-workshop events this is the most useful thing you can do with the budget.

Book the hotel before the ticket if you are coming in for the SMX and GEO KNOW HOW week. Three

conferences in one city inside four weeks moves room rates, and the last week of September is already a busy one in Berlin.

Questions buyers actually ask

Which AI Search conference in Berlin is cheapest?

Masters of Search 2027 starts at €399 + VAT for Early Bird until 30 June 2027, then €499. GEO KNOW HOW charged in-house teams €499 and agencies or service providers €899 in 2026, both plus VAT. SMX Advanced Europe is €1,695. For a Berlin-based team the ticket is most of the cost; for anyone travelling, two nights and flights will outweigh the gap between the two cheaper ones.

Is there an English-language GEO conference in Berlin?

Two: Masters of Search, next on 12 October 2027, and SMX Advanced Europe, which ran from 29 September in 2026. GEO KNOW HOW runs entirely in German. If English is a hard requirement, that is the whole field in this city, and the two differ by more than three times in price and by a lot in programme shape.

Can I attend more than one of them?

You can, and SMX Advanced Europe and GEO KNOW HOW are deliberately adjacent: SMX ends on 1 October and GEO KNOW HOW runs that same day, so those two actually collide rather than stack. Masters of Search ran three weeks after them in 2026, and its next edition is on 12 October 2027. The other dates here are the 2026 editions as we checked them. Whether it is worth it is a different question: the overlap between two AI Search agendas in one autumn is real.

Do I need to book a workshop separately?

It depends on the event, and this is worth checking before you buy. Masters of Search ran four workshops capped at 30 in 2026. The full 2027 programme is not announced yet, so check our conference page before you plan around one. GEO KNOW HOW runs its workshops as separate days on 30 September and 2 October, bought separately. SMX Advanced Europe includes its Deep Dive Day as part of the three-day structure.

Which one should I send a junior team member to?

Not SMX Advanced Europe, which says plainly that it is built for people already fluent in search marketing, and means it. Of the other two, pick on language. A junior person gets more out of a day they follow completely than a day where the material is strong and the language is a second job.