The 5 best GEO conferences in Germany

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

Source: https://www.masters-of-search.com/shortlist/best-geo-conferences-in-germany

Every search conference in Germany now has GEO on the agenda. That tells you almost nothing, because a forty-minute slot on AI Overviews and a full day of nothing else look identical in a marketing email.

The distinction that matters is how much of the programme you can miss and still get your money's worth. At a conference where GEO is one track of five, you are paying for four tracks you did not come for. At one where it is the whole day, you are not.

Five German conferences, ordered by how much of the programme is the thing you came for.

The shortlist, ranked

#	Conference	Best for	City	Next edition	Cheapest ticket
1	Masters of Search	In-house teams and operators who want a full day on AI Search with an international speaker pool, in English	Berlin	12 October 2027	€399 + VAT (Early Bird until 30 June 2027), then €499
2	GEO KNOW HOW	DACH practitioners who want a full day of GEO depth in German, without switching language	Berlin	1 October 2026	€499 + VAT for brands and in-house teams
3	SEO-DAY	German SEO teams who want GEO alongside the rest of the discipline, at the widest price range on this list	Cologne	19 November 2026	From €349
4	SMX Advanced Europe	Senior search teams who run SEO and paid together and want GEO inside one advanced agenda	Berlin	29 September – 1 October 2026	€1,695
5	SMX München	German search teams who want the largest integrated SEO and PPC agenda in the country, with AI worked through it	Munich	5–7 April 2027	From €699

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

How this was put together

We included conferences that take place in Germany and put GEO, AEO or AI Search on the published agenda as a named topic. Events where AI appears only in the marketing copy and not in the session list were left out.

The order follows one question: what share of the programme is AI Search? The two events at the top run nothing else. The three below them are strong search conferences where GEO is one part of a wider agenda. That is the whole basis for the ranking, and it is a judgement about programme shape, not about quality. SMX Advanced Europe is a better-run event than most first-year conferences will ever be.

Everything here comes from each organiser's own site: published dates, published agendas, published ticket prices. Prices were checked on 16 September 2026 and are quoted excluding VAT where the organiser quotes them that way. Conference pricing moves in tiers, so treat every figure as the cheapest published tier on that date rather than what you will pay in the week before the doors open.

Masters of Search is our own event. We have put it first, and the reason is stated rather than implied. Two conferences here give the entire programme to AI Search. Between those two, one runs in German and one runs in English, and that single choice decides who can stand on the stage. Aleyda Solis writes SEOFOMO, runs Orainti and has spoken at most major search conferences of the last decade; she presents in English, and no German-language event in this country can put her on stage. She was on the 2026 agenda. So were operators from Revolut, Pipedrive, Heyflow and OMR Reviews, for the same reason.

What that ranking does not tell you: it has run only once, and the full 2027 programme is not out yet. It runs in English only. Tickets are transferable but not refundable. If your team works in German, GEO KNOW HOW is the better room and the rest of this guide says so more than once. If you need SEO and paid search covered at depth in the same trip, SMX Advanced Europe is worth its higher price and we are not a substitute for it.

Every entry in detail

1. Masters of Search

- **Best for:** In-house teams and operators who want a full day on AI Search with an international speaker pool, in English
- **City:** Berlin
- **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, held at von Greifswald in Prenzlauer Berg. The second edition runs on 12 October 2027, and the whole programme is the topic. It runs in English, and that is the decision everything else follows from. It is what put Aleyda Solis on the 2026 stage, alongside Malte Landwehr of Peec AI and Jennifer Lapp of Brevo. The other full-day GEO event in this country picks from the DACH speaker pool alone. The room is kept small, and meant for people running this work rather than deciding whether to start. 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 entire day is AI Search. There is no track you are paying for and skipping
- English, which is what made the 2026 lineup possible: Aleyda Solis of Orainti and SEOFOMO, plus operators from Revolut, Pipedrive, Heyflow and OMR Reviews. A German-language agenda in this country picks from DACH and could not book most of them
- Five VIP seats, each including a seat at the speaker dinner the evening before
- A small room, which is the difference between conversations and badge-scanning
- Publishes the date, the price and the refund policy before you buy

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:** DACH practitioners who want a full day of GEO depth in German, without switching language
- **City:** Berlin
- **Next edition:** 1 October 2026
- **Cheapest ticket:** €499 + VAT for brands and in-house teams
- **Format:** One day at Festsaal Kreuzberg, with optional workshop days either side. German throughout

Germany's first conference dedicated entirely to generative engine optimisation, run by the Berlin agency Claneo and now in its second year. Like Masters of Search it gives the whole day to AI Search rather than a track, and it has one more edition behind it than we do. The defining choice is language: it runs entirely in German, which is exactly right if that is your team's working language and a hard stop if it is not.

Where it is stronger

- The whole programme is GEO, same as the entry above it
- German throughout, which is the right call for a DACH in-house team and the reason to pick it over us
- A second edition, so there is a previous year to ask people about
- Optional workshop days on both sides, so you can buy depth without buying a second conference
- A separate developer track, which almost no search conference bothers with

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 the conference
- Main programme running 8am to 8pm

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

3. SEO-DAY

- **Best for:** German SEO teams who want GEO alongside the rest of the discipline, at the widest price range on this list
- **City:** Cologne
- **Next edition:** 19 November 2026

- **Cheapest ticket:** From €349
- **Format:** One day at RheinEnergieSTADION, 30+ speakers, tiered tickets to €1,699

A long-running German specialist conference held in the Cologne stadium, positioning the 2026 edition around SEO, GEO and AI together rather than GEO alone. More than 30 speakers across a broad agenda. This is the entry for a team that still spends most of its week on classic SEO and wants the AI Search material in the same trip, and the cheapest ticket on the list by a distance.

Where it is stronger

- The cheapest way onto this list at €349, and by some margin
- An established programme with a long track record, unlike the top two
- Breadth: a team with SEO, content and technical people gets value across all of them
- Outside Berlin, which matters if your team is in the west

On the programme

- SEO, GEO and AI optimisation across a 30+ speaker agenda
- Technical SEO, content and strategy sessions
- A tiered ticket structure running from basic admission to premium

Website: https://www.seo-day.de/

4. SMX Advanced Europe

- **Best for:** Senior search teams who run SEO and paid together and 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, with two days of advanced sessions across SEO, PPC, GEO and AI, followed by a Deep Dive Day. It is explicit that it is for people already fluent in search marketing, and the agenda is built accordingly. GEO sits inside that as one of several advanced areas, which is the trade: less AI Search than the top two, considerably more of everything else.

Where it is stronger

- The strongest room on this list for senior, cross-discipline search people
- SEO and PPC at the same depth, which no other entry here attempts
- English-language with an international speaker pool
- A Deep Dive Day, so the depth is bookable rather than hoped for
- An established series with a long track record

On the programme

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

Website: https://smxadvanced.eu/

5. SMX München

- **Best for:** German search teams who want the largest integrated SEO and PPC agenda in the country, with AI worked through it
- **City:** Munich
- **Next edition:** 5–7 April 2027
- **Cheapest ticket:** From €699
- **Format:** Three days in Munich, tiered tickets to €2,699

The fixture of the German search calendar, and the largest integrated agenda on this list. The 2027 edition is set for early April in Munich, with AI workflows worked into enterprise SEO rather than parked in a GEO corner. It ranks last here for the same reason it is valuable: the agenda is deliberately broad, and AI Search is a thread through it rather than the subject of it.

Where it is stronger

- The broadest agenda in German search, and the largest room
- The only entry here not run by a company that also sells into this market
- Three days, so a whole team can split across tracks and cover more ground
- Enterprise-weighted, which suits a large site with a real release process
- The one event here where you will meet most of the German search industry in one place

On the programme

- SEO across technical, content and enterprise strategy
- PPC and paid search
- AI workflows integrated into enterprise SEO practice
- A three-day format with multiple parallel tracks

Website: https://smxmuenchen.de/

How much of the agenda are you actually buying?

Open the published agenda and count the sessions you would choose to attend. Not the ones that sound adjacent. The ones you would pick if they ran against something else. On a broad search conference that number is often four or five out of thirty. At €1,695 that is a few hundred euros a session, which may still be worth it for the room, but it should be a decision rather than a surprise.

The second thing to count is parallel tracks. A single-track day means you see everything. Five parallel tracks means you see a fifth of what you paid for, and the sessions you most want will collide, because organisers put their strongest material in the same slot for the same reason.

Then check whether the workshops are capped and how they are booked. An uncapped workshop is a talk with a worse room. A capped one booked at registration is the part of the day you will actually remember.

Language is a bigger decision than it looks

Two of the five run in German and three in English, and this is not a preference question. It decides who is on stage. A German-language conference draws from DACH, which is a strong pool for this discipline

and a much smaller one than the whole of Europe and the US. An English-language event in Germany can put Aleyda Solis on the same agenda as a growth lead from Pipedrive, and cannot put a German practitioner who does not present in English on it at all.

It also decides who you meet in the breaks. If your buying committee, your legal team and your agency all work in German, a day of German-language sessions transfers back into your organisation with less loss.

The honest version: for a DACH in-house team that works in German, GEO KNOW HOW is the safer pick and we would say so on a call. For a team that already works in English, the wider speaker pool is worth more than the comfort.

Who we left off, and why

We left out DMEXCO. It is the largest digital marketing event in Germany and it has AI content, but it is a trade fair with an exhibition floor as the main event. You do not go there to learn GEO, and the agenda does not pretend otherwise.

We left out CAMPIXX. It is a genuinely good SEO and content festival near Berlin with 60-plus sessions, and GEO appears in the programme, but the event's centre of gravity is content and community rather than AI Search.

We left out SEOkomm and SERP Conf. Vienna, which are both relevant and neither of which is in Germany. If you are willing to cross a border for this, Salzburg and Vienna are both a short trip and both belong on the European version of this list.

We left out AI conferences with a marketing track. A room of ML engineers discussing retrieval is a different and often fascinating event, and nobody there will tell you which German trade title to get mentioned in.

Questions buyers actually ask

What is the difference between GEO, AEO and AI Search?

They mostly name the same work. GEO, generative engine optimisation, is the term that has stuck in Germany and the DACH region, which is why the conferences here use it. AEO, answer engine optimisation, is the more common US variant. AI Search is the plainest description of all three: getting your brand named and described correctly inside an answer written by ChatGPT, Gemini, Perplexity or Google's AI Mode. If a conference agenda uses one term consistently, that tells you where its speakers come from more than what they will cover.

Which German GEO conference is cheapest?

SEO-DAY, at €349 for the entry tier. 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 and SMX München runs from €699 to €2,699. Add travel before comparing: a €349 ticket in Cologne and a €499 ticket in Berlin are not €150 apart if you are flying to one of them.

Is there a GEO conference in Germany that runs in English?

Masters of Search and SMX Advanced Europe both run in English. GEO KNOW HOW and SEO-DAY run in German. SMX München runs a mixed programme. If English is a requirement for your team, that narrows the field to two, in the same city and at very different prices. In 2026 they ran three weeks apart. Masters of Search runs next on 12 October 2027.

Is it worth attending two of these in the same year?

For most teams, no. The overlap between any two AI Search agendas in the same twelve months is substantial, because the field moves fast but not that fast, and the same fifteen people speak at most of them. The case for two is when they do different jobs: one for the room and one for the material. Sending two people to different events beats sending one person to both.

Do these conferences record their sessions?

Policies differ and change year to year, so check the FAQ on the event's own site rather than assuming. As a general pattern, keynotes are more likely to be recorded than workshops, because the workshop is the part that only works in the room. If recordings are the main reason you are buying, you are buying the wrong thing. The recordings that matter in this field tend to end up on YouTube within a month anyway.