The 4 best new SEO and AI Search conferences in Europe

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

Source: https://www.masters-of-search.com/shortlist/new-seo-and-ai-search-conferences-in-europe

Almost every search conference in Europe now has GEO in the programme. Most of them are ten-year-old SEO events that added a track, and several have added it to their name.

A smaller group was created after AI answers became the problem. They were designed around it rather than extended to cover it, and it shows in the shape of the day: fewer parallel tracks, narrower agendas, and speakers picked for what they are running now rather than for what they are known for.

Four European conferences launched in 2024 or later, ordered by how much of the programme is AI Search.

The shortlist, ranked

#	Conference	Best for	City	Next edition	Cheapest ticket
1	Masters of Search	Operators who want a full day on AI Search in English, in a small room rather than a hall of 1,000	Berlin, Germany	12 October 2027	€399 + VAT (Early Bird until 30 June 2027), then €499
2	GEO KNOW HOW	German-speaking teams who want a 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	Marketing teams who want the AI visibility conversation at scale, with a large speaker and vendor floor	London, United Kingdom	13 October 2026	From £249
4	Tech SEO Summit	Senior technical SEOs who want the retrieval and crawling side of AI Search, at real depth	Hamburg, Germany	April 2027	€949 + VAT

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

How this was put together

To qualify, the event itself has to be new: a first edition in 2024 or later. An established conference that renamed itself or added a GEO track does not count, however good the track is. That single rule is what this guide is for, and it removes most of the field including some excellent events.

Conferences also have to take place in Europe and put AI Search, GEO or AEO on the published agenda as a named subject.

The order follows how much of the programme is AI Search, the same rule we apply to the German list. Two of these four run nothing else. The other two are broader events that were still built in this era rather than adapted into it.

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, in the currency and VAT treatment the

organiser uses. Early-bird tiers expire, so treat every figure as a floor.

Masters of Search is our own event and it is first. The stated reason is that its entire programme is AI Search and it is the newest entry here, which is a real criterion and also a convenient one. The stronger argument is who it can book, and that follows from running in English. The 2026 lineup had Aleyda Solis, who writes SEOFOMO and runs Orainti, alongside operators from Revolut, Pipedrive, Heyflow and OMR Reviews. It now has one edition behind it that you can ask people about. Only three 2027 speakers are confirmed so far, so for now you judge it mostly on the format and on who spoke in 2026.

So, plainly: being newest is the weakest possible recommendation on its own. It has run only once, and its full 2027 programme is not out yet. It runs in English only, it has no refunds, and it is one day on one track, less breadth than any other entry here. GEO KNOW HOW does the same job in German with one more edition behind it, Semrush Spotlight offers ten times the session choice for less money, and Tech SEO Summit goes deeper on the technical side than we will. Two of those three are run by companies that sell into this market, exactly as we are.

Every entry in detail

1. Masters of Search

- **Best for:** Operators who want a full day on AI Search in English, in a small room rather than a hall of 1,000
- **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 nothing else on the agenda. The second edition runs on 12 October 2027. It runs in English, and the speaker list is what that buys. In 2026 that meant Aleyda Solis of Orainti and SEOFOMO, plus people running AI Search inside Revolut, Pipedrive, Heyflow and OMR Reviews. The room is kept small on purpose. It is still the newest event on this list, with one edition behind it. 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 programme is AI Search, on one track, so nothing collides
- English, which is what let a first-edition conference book Aleyda Solis and operators from Revolut, Pipedrive, Heyflow and OMR Reviews, instead of choosing from one country
- A small room, which is the difference between conversations and a badge queue
- Five VIP seats, each including a seat at the speaker dinner the evening before
- Among the cheapest here, and a fifth of what a large vendor conference costs once travel is counted

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 teams who want a 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, launched in 2025 by the Berlin agency Claneo and now in its second year. The whole day is the subject, and the whole day is in German. That language choice is the single most important thing about it: it is the reason a DACH in-house team should pick it, and the reason nobody else can.

Where it is stronger

- A full day of GEO and nothing else, same as the entry above
- German throughout, which no other event on this list offers
- One edition already behind it, so there are attendees to ask
- Workshop days on both sides, bought separately rather than bundled
- Twelve hours of programme for the in-house ticket price

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:** Marketing teams who want the AI visibility conversation at scale, with a large speaker and vendor floor
- **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. It is by far the largest event on this list: over a thousand marketers, more than eighty speakers, more than a hundred sessions in a single day. That scale is the whole proposition and the whole trade: enormous choice, and a room too big to meet anyone in properly.

Where it is stronger

- The widest choice of sessions of anything here, by a factor of ten
- Built around AI visibility rather than retrofitted to it, despite the scale
- London, which is the easiest European city to reach for most teams
- Cheapest entry ticket on this list at £249, and lower still at the early rate
- Vendor-run means real production budget, and it 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. Tech SEO Summit

- **Best for:** Senior technical SEOs who want the retrieval and crawling side of AI Search, at real depth
- **City:** Hamburg, Germany
- **Next edition:** April 2027
- **Cheapest ticket:** €949 + VAT
- **Format:** One day, 45-minute deep-dive sessions, no introductory content. English

Launched in 2024 by Audisto and now on its third edition, this is the technical end of the new wave: one day, 45-minute sessions, and a stated policy of no introductory material. AI Search enters through the plumbing (how models retrieve, what they crawl, what they can parse) rather than through strategy talks. The narrowest agenda here, and the most demanding room.

Where it is stronger

- The deepest technical treatment of AI retrieval on this list
- 45-minute sessions, roughly double the length of a standard conference slot
- Explicit no-beginner policy, so nothing is re-explained
- Three editions in, which makes it the most proven event here
- English, in a German city, with an international speaker pool

On the programme

- Advanced technical SEO across crawling, rendering and site architecture
- How LLMs work and what it means for content structure
- GEO for e-commerce in AI-powered search
- 45-minute deep-dive sessions with no introductory content

Website: https://tech-seo-summit.com/

New is a real signal, and a weak one on its own

A conference built in the last two years has one structural advantage: nothing to protect. There is no long-standing sponsor expecting their usual slot, no returning speaker who has given a version of this talk for six years, no track that exists because it existed last year. The agenda can be exactly as wide as

the subject.

It also has one structural weakness, and it is the same one. Nothing has been tested. Room sizes are guesses, catering is a guess, and the running order has never met an audience. A first edition that oversells its capacity is a genuinely bad day out, and you cannot tell in advance.

The practical read: new is worth paying for when the subject is moving faster than an established agenda can follow, which is currently true of AI Search and was not true of technical SEO five years ago. It is not worth paying for on its own. Check who is speaking and whether they are running this work now. That is the thing a new conference can get right and an old one often cannot.

Three of these four are run by someone selling something

Semrush Spotlight is run by a software vendor. GEO KNOW HOW is run by an agency. Masters of Search is run by an agency, ours. Only Tech SEO Summit's organiser, Audisto, sits slightly outside the pattern, and it sells a crawler.

This is normal and it is not a scandal. Conferences are expensive to run and the people willing to run them are usually the people with a commercial reason to. It does change what you should expect from the agenda: a vendor conference will not put a session on its main stage explaining why you might not need the category, and an agency conference will not book the competitor who would do the job better.

The check that works is the speaker list. If most speakers work for the organiser or its clients, the agenda is a long pitch. If most of them are practitioners with no commercial relationship to the host, the commercial interest is in the room's existence rather than in its content, which is the version worth buying.

Who we left off, and why

We left off SERP Conf., which runs in Vienna on 3–4 November 2026 and in Rome in October, at €499 early bird. It is a good single-stage conference and it is not new: six years, eight editions and more than 3,200 attendees. New cities, established event.

We left off the SEO & GEO Summit in France, which moves to Disneyland Paris on 15–16 October 2026 and starts at €250. It is the largest SEO event in France and it put GEO in its name, which makes it exactly the case this guide is drawing a line against: born in 2017, extended into this subject rather than built for it. That is not a criticism of the programme, and for a French-speaking team it is likely the right event.

We left off brightonSEO, SMX and DMEXCO for the same reason, at much larger scale. All three cover AI Search competently. None of them was built for it.

We left off the US-based GEO Conference editions in New York and San Francisco. Genuinely new, genuinely on-topic, and not in Europe.

Questions buyers actually ask

What counts as a new conference here?

A first edition in 2024 or later. That is a strict line and it excludes events that renamed themselves around GEO, added a GEO track, or moved an established format to a new city. The reason for the

strictness is that almost every search conference in Europe now has AI Search content, so 'covers GEO' has stopped separating anything. When the event was created still does.

Is a first-edition conference worth the risk?

It depends on what you are buying. If you are buying the speaker list and the material, the risk is low, because the agenda is published before you pay and you can judge it. If you are buying the room (who else is there, how the day is run, whether the workshops work), then a first edition is a genuine gamble, and a second or third edition with people you can ask is worth paying more for. Sending one person to a first edition and deciding next year is the cheap way to find out.

Which of these is cheapest?

Semrush Spotlight, at £249 for the conference pass and lower at the early rate, though its more useful tiers are £529 and £749. Masters of Search 2027 is €399 + VAT for Early Bird until 30 June 2027, then €499. GEO KNOW HOW charged in-house teams €499 and agencies €899 in 2026, both plus VAT. Tech SEO Summit is €949 + VAT. Add travel before comparing anything: for most teams the flight and two nights outweigh the gap between the cheapest and the most expensive ticket here.

Are any of these in English?

Three of the four. Masters of Search, Semrush Spotlight and Tech SEO Summit all run in English. GEO KNOW HOW runs entirely in German, which is a deliberate choice on their part and the right one for a DACH in-house team.

Do I need a GEO-specific conference, or is an SEO conference with a GEO track enough?

For a team starting out, a track is enough, and often better. You get the AI Search material alongside the technical and content work it depends on. For a team already running this as a named workstream, a track stops being enough quickly, because forty minutes of overview is not what you need on your third quarter of the problem. The tell is whether your open questions are 'what is this' or 'why did this specific thing not work'. The second kind only gets answered in a room where everyone has the same problem.