

7:00 am	SMX Morning Run / Meeting Point Motel One Messe München						
8:00 am	Registration, Coffee & Breakfast Snacks						
8:30 am	SMX Orientation Meeting - Room: Saal 2 Sandra Finlay, Rising Media						
9:00 am	Opening - Room: Saal 1 Jana Lavrov, Ressortleitung Datenanalysen und SEO, DIE ZEIT						
9:10 am	Opening Keynote: Beyond the AI Hype: Hard-Won Lessons from Enterprise Deployments - Room: Saal 1 Boaz Ashkenazy, Co-founder and CEO, Augmented AI Labs						
10:00 am	Coffee Break						
TRACK	SEO and PPC Basics Room: Saal 12	SEO Room: Saal 1	PPC Room: Saal 4	Analytics & Data Literacy Room: Saal 13a	SMX for E-Commerce Room: Saal 13b	Partner Track Room: Saal 2	Interactive Session Meeting Point: Connection Hub, 1st Floor
10:30 am	Google Discover Landscape 2026: Strategien & Taktiken, die wirklich funktionieren Jens Fauldrath, gettraction GmbH	Inside Google's Head: Why You Need a New SEO Strategy Carolyn Shelby, Yoast	From Campaign Manager to Growth Architect Sam Tomlinson, Warszawski	Talk to your Data! Wie du SEO-Tools über das Model Context Protocol mit ChatGPT & Claude verbindest Alexander Holl, 121WATT	Rethinking E-Commerce Content Production in the Age of Generative Search Nikita Tanskiy, Zooplus	eMinded SEO & SEA im B2B: Effizienter und präziser mit KI Uli Zimmermann, eMinded	Immersive Deep Dive (Vor Anmeldung erforderlich): Breaking the Silos (Teil1) Robin Heintze, morefire
11:30 am	Room Change						
11:40 am	Segmentierung neu gedacht: wie du Zielgruppen dynamisch über alle Kanäle verbindest Peter Schön, arena	The Citation Playbook – Data and Insights on the Most Cited Sources in AI Search Malte Landwehr, Peec AI	Automate Less, Think Smarter – KI im B2B-Marketing kann so viel mehr als Prozesse automatisieren Jonas Kraus, morefire GmbH Maren Kaspers, octonomy	From AI Search Snippet to Sale: Measuring AI-Overview Traffic in GA4 (and Proving ROI) Dana DiTomaso, Kick Point	PMax, Demand Gen & AI Max for Search: Inside Google's Power Pack Mike Ryan, Smarter Ecommerce	OPTMYZR New Best Practices: What's Working (and not) in the Age of AI Aaron Levy, Optmyzr	Immersive Deep Dive (Vor Anmeldung erforderlich): Breaking the Silos (Teil2) Robin Heintze, morefire
12:35 pm	Lunch Break						
1:45 pm	Search x Social: Rethinking Growth – A Conversation with Alex Schultz, CMO & VP, Analytics at Meta - Room: Saal 1 Alex Schultz, VP Analytics & CMO, Meta						
2:30 pm	Room Change						
2:40 pm	Chatty hat mir meinen Job geklaut! 😏 (Und ehrlich gesagt war's ganz cool.) Mira Rodrigues, miralytics & friends :)	SEO Strategies for Shorts, Reels & TikToks Cindy Krum, MobileMoxie	Vibe Coding: How Marketers Build Tools That Build Themselves Frederick Vallaeys, Optmyzr	AI-Monitoring im Reality Check: KPIs, Messbarkeit & Umsetzung Thomas Peham, OtterlyAI Mathias Ptacek, Rankscale.ai	Ready for the Agents: Wie du deine Websites für autonome Transaktionen optimierst Cosima Vogel, Productive AI GmbH	SMARKETER The Data-to-Profit Pipeline: Wie du GA4, KI und CRO zur ultimativen Wachstumsmaschine verbindest. Daniel Tschirschwitz, Steffen Feser, Smarketer	Discussion Rounds (Pre-registration required): Best Advice Ever
3:35 pm	Coffee Break – Secure Your Copy of Alex Schultz's book "CLICK HERE" and have it personally signed / Release of the PPCsurvey Results						
4:05 pm	Local SEO 2026: Sichtbarkeit sichern trotz KI, Google Maps-Chaos & Werbedruck Sven Deutschländer, dskom digital.marketing.agentur	Room Change: Saal 4 Die ultimative Search-Debatte: Zwei Experten, ein Publikum, wilde Thesen & solide Argumente Prof. Dr. Mario Fischer, website boosting Johan von Hülsen, Wingmen Online Marketing	Room Change: Saal 1 Avoiding Irrelevance: The PPC Marketer's Guide to Future-Proofing Your Career Matt Beswick, aira	Marketing Measurement: Incrementality, Automated MMMs & AI Sam Tomlinson, Warszawski	The State of Ecommerce SEO & AI Search in 2026 Aleyda Solis, Orainti	Peec AI Navigating the SEO & GEO Landscape: How the Most Successful Brands Are Winning in AI Search (and How You Can Too) Leon Sentker, Peec AI	Teilnehmer*innen Dialogrunden (Vor Anmeldung erforderlich): Best Advice Ever
4:55 pm	Room Change						
5:05 pm	Breaking the Silos – Building Together What Can't Be Built Alone Tobias Eickelpasch, Rock your email Kerstin Müller, mueller macht Matthias Renner, Brickolution Sarah Sunderbrink, SocialTales.de Marcus Tandler, RYTE						
6:00 pm	Networking in the exhibition area						
7:00 pm	Shuttle Busses Leave for SMX After Dark						
7:30 pm	SMX AFTER DARK	SMX After Dark Networking Event					

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9:00 am	Digital PR Resurfaced: Fueling Google, LLM and AI Search Visibility Shannon McGuirk, Peach	User Intent als Mutter aller Rankingfaktoren von Google bis AI-Suche Hanns Kronenberg, Chefkoch	When It's Right to Send Google the Wrong Data Inderpaul Rai, WeDiscover	Urheberrecht in Zeiten von KI: Was du kopieren darfst – und wo du kennzeichnen musst Dr. Martin Schirnbacher, HÄRTING Rechtsanwälte	From Search to Scroll: Winning the Social Search Shift with Organic & Paid Synergy Bianca Bergshoeff, Maatwerk Online	adstrong Google Shopping Ads mit optimalem CSS Einsatz dominieren Ingmar Albert, adstrong	
9:45 am	Room Change						
9:55 am	Keynote: Let's Get Grounded: Mastering Brand Visibility in an AI-Driven World - Room: Saal 1 Jes Scholz, Consultant						
10:35 am	Coffee Break						
TRACK	Content Room: Saal 13b	SEO Room: Saal 1	PPC Room: Saal 4	Analytics & Data Literacy Room: Saal 13a	Special Room: Saal 3	Partner Track Room: Saal 2	Interactive Session Meeting Point: Connection Hub, 1st Floor
11:05 am	Verlorener Traffic, neues Konsumentenverhalten, alternative Kanäle: Content-Strategie 2026 Dr. Beatrice Eiring, eology	The Leak Was a Gift. We Wasted it. Let's Change That. Today. Johan von Hülsen, Wingmen	From Gut Feeling to Marginal ROAS: Smarter Budget Allocation Across Channels (including TikTok) Julia Rimpl, Precis	Measuring What Matters Part 1: Brands Do Count – Visibility in the New SEO Funnel Tom Capper, STAT Search Analytics	LinkedIn Ads decoded: Was Startups und Konzerne voneinander lernen sollten Maren Kaspers, octonomy Ines Kriebernig, Dynatrace	THE BOUTIQUE AGENCY Die PMax-Architektur: Wie Struktur, Daten & Pricing die Automatisierung steuern Oliver Zenglein, THE BOUTIQUE AGENCY	Immersive Deep Dive (Pre-registration required): Vibe Coding – Build Your Own AI Marketing Tool (Part 1) Frederick Vallaeys, Optmyzr
11:45 am	Room Change						
11:55 pm	From Funnel Thinking to the Messy Middle: Rethinking Search and Content Strategy Greg Gifford, Searchlab	Nachhaltiges SEO braucht starke Marken: Brand Awareness im Fokus Maxi Ortmeier, EVOG	Margin-Based Bidding in Google Ads: Neue KPIs, neue Kampagnensteuerung Marco Hjorth Dziendziol, MEGABAD	Measuring What Matters Part 2: Clicks Don't Count – The New KPIs for the Age of AI Jono Alderson, Independent Technical SEO Consultant	Don't Be a Skill: Using Reddit the Right Way for SEO Victoria Larson, nebo	SE Ranking The AI Visibility Paradox: Why Your Best Traffic Sources Won't Be Your Most Cited Ones Mike Korenugin, SE Ranking	Immersive Deep Dive (Pre-registration required): Vibe Coding – Build Your Own AI Marketing Tool (Part2) Frederick Vallaeys, Optmyzr
12:35 pm	Lunch Break						
1:50 pm	Vorbei mit KI-Blabla-Einheitsbrei! Strategien für mehr Qualität in KI-generiertem Content Sarah-Yasmin Hennessen, marketana	LLM Crawlers: How to Detect, Manage, and Decide When to Block Amanda King, FLOQ	Performance vs. Branding: Wie Demand Gen & Video die SEA-Strategie revolutionieren Laura Nelle, Projecter	Automated Integration of Cost and Campaign Data From Third-Party Providers into Google Analytics Paloma Kalaidjian, Digitl	Community Building Strategy: A 10-Step Plan for Building Brand Demand Beyond the Algorithm Sarah Sunderbrink, SocialTales.de	SEMRUSH Enterprise Search Is Market Intelligence – Why most Search Marketing Pros and CMOs are measuring the wrong things in 2026 Gerald Murphy, SEMrush	Immersive Deep Dive – Voranmeldung erforderlich: Werde von Screaming Frog Nutzer*in zur Expert*in oder sogar zur "Froschkönig*in" (Teil 1) Stephan Czysch, mobile.de
2:30 pm	Room Change						
2:40 pm	Beyond Keywords: Building and Optimizing a Brand Entity in the Knowledge Graph Speaker: Emily Grossman, Trusted Housesitters	The UX-SEO Connection: A Modern Framework for Conversion Auditing Zach Chahal, iPullRank	Beyond the Script: Wie n8n zur Zentrale deiner Google Ads Automatisierung wird Jonas Kleespies, THE BOUTIQUE AGENCY	Consent-Rate: Die SEO-KPI, die dir hilft, trotz Daten- und Contentverlust besser zu performen Philipp Roth, Go-To-Market, Ignite	One Video, Many Channels: The Power of Creative Recycling José Luis Domke, Zooplus	Search Tool Demonstration: Fast, Precise, Useful, and Fun Urs Müller, pi_optimal Aaron Levy, Optmyzr Gintare Rimolaityte, Trendos Malte Landwehr, Peec AI Matthias Placek, Rankscale.ai Gerald Murphy, SEMrush	Immersive Deep Dive – Voranmeldung erforderlich: Werde von Screaming Frog Nutzer*in zur Expert*in oder sogar zur "Froschkönig*in" (Teil 2) Stephan Czysch, mobile.de
3:20 pm	Coffee Break						
TRACK	Content Room: Saal 13b	SEO Room: Saal 1	PPC Room: Saal 4	Analytics & Data Literacy Room: Saal 13a	Specials Room: Saal 12		
3:45 pm	Topical Authority & Expertise: Mit originellen Inhalten zu mehr Sichtbarkeit Kerstin van Haastrecht, Fit Reisen Group	Indexierung in Zeiten von KI-Content Anke Probst, 1337 UGC GmbH	The Automation Drift and How to Correct Course Ameet Khabra, Hop Skip Media	More Data, Same Decisions? How to build Data-Informed Marketing Teams Without Adding New Tools Lucy Nemes, Data & CX Strategist	Die Macht der Sterne: Google Bewertungen clever nutzen Albrecht Fischer, Shirtinator AG		
4:25 pm	Room Change						
4:35 pm	Closing Keynote: Where We Go From Here and What Matters Now - Room: Saal 1 Wii Reynolds, CEO & Vice President of Innovation at Seer Interactive, SEER Interactive						
5:15 pm	Abschluss Session - Room: Saal 1						
5:45 pm	End of SMX Munich 2026. See you next year at SMX Munich 2027						

*Sessions and speakers can be subject to change