

DATA festival Munich 2027

Practical expertise, technical depth and independent guidance for Data & AI teams

17 and 18 March 2027 | Muffatwerk, Munich



DATA festival brings together Data & AI leaders, technical experts and practitioners in a focused setting. Real-world use cases, peer discussions and technical sessions help attendees compare approaches, challenge current plans and define concrete next steps for their organisation.

Key information at a glance

Event	DATA festival Munich 2027
Date	17 and 18 March 2027
Venue	Muffatwerk, Munich
Organizer	BARC, independent analyst and consulting firm for data, analytics and AI
Format	Two days with practical sessions, focused discussion groups, technical deep dives and peer exchange
Ticket price	€1,390
Cancellation	Free of charge up to four weeks before the event
Transferability	The ticket can be transferred to another person free of charge
Included	Lunch, refreshments, the evening event and event materials

What your organisation gains from attending

- 01

Community and peer exchange
Connect with CDOs, Heads of Data & AI, architects, engineers and data scientists. Discuss current challenges with peers working through similar decisions.
- 02

Better decisions based on practical evidence
Compare architecture, governance and operating models using real implementation experience. Identify common risks before committing further resources.
- 03

Knowledge your organisation can use
Capture relevant ideas and methods from the sessions, then translate the most important findings into practical recommendations for your team.

Complimentary BARC expert consultation
The ticket includes a complimentary conversation with a BARC expert before or during DATA festival.
[Arrange your BARC expert consultation →](#)

Core topics for 2027

Agentic AI & GenAI in Production

Data & AI Strategy, Culture & Organization

AI Governance

Data Products, Data Engineering & AI-Ready Data

What makes the format different

Focused Discussion Groups

Peer problem-solving in groups of no more than ten people, without presentations or sales pitches

Tech Deep Dives

Small-group technical sessions on architecture, tooling and implementation

Practitioner perspective

Real experiences, trade-offs and lessons from organisations implementing Data & AI

Community in numbers: What 2026 delivered

300+

Data & AI enthusiasts

15

Countries represented

67+

Expert speakers

150+

Participating companies

What participants say



"I had a great experience at DATA festival. I have been to quite a few conferences but somehow the DATA festival stood out to me. Both in terms of speakers and sessions but also in terms of organization and location, it was really fantastic. I felt that it was a much higher level of production as compared to other conferences. Great job!"

*Sidharth Ramachandran
Senior Director, Data and AI, RTL Deutschland*

Ready to attend?

Register for DATA festival Munich

Contact

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