

# IFA 4-8 SEPT 2026

Press release

## IFA Berlin revamps stage program and calls for session proposals until 27 March 2026

*Berlin, 17 February 2026* – IFA Berlin, the world's largest event for home and consumer tech, is reorganizing its stage program for 2026. With five clearly defined content tracks, IFA is focusing on a curated program that addresses key topics at the intersection of technology, business, culture and society. Session proposals can be submitted until 27 March 2026.

### Content tracks for the most relevant topics of our time

For the first time, the new program for IFA 2026 is divided into five strategic content tracks that provide orientation and target different audiences:

- **World of AI & Future of Tech**
- **Retail & Future of Commerce**
- **Marketing & Creativity**
- **Culture & Lifestyle**
- **Smart & Sustainable Living**

The content tracks focus on current debates, concrete use cases, real-life experiences, practical insights and new perspectives.

### Curated, open and diverse

IFA invites experts, creatives, researchers, entrepreneurs, and new voices in the industry to submit session ideas in a variety of formats – from talks and panels to live podcasts, workshops and masterclasses. The goal is a curated, lively stage program that highlights different perspectives, promotes exchange and creates space for diverse backgrounds, disciplines and experiences.

### Submission details

- **Submission deadline:** 27 March 2026
- **Review phase:** 30 March–10 April 2026
- **Notifications:** from the end of April 2026
- **Event, IFA Berlin 2026:** 4–8 September 2026

Session proposals can be submitted using the official form:  
[www.ifa-berlin.com/enquiry/call-for-sessions-application](http://www.ifa-berlin.com/enquiry/call-for-sessions-application)

All information about the Call for Sessions can be found at:  
[www.ifa-berlin.com/call-for-sessions](http://www.ifa-berlin.com/call-for-sessions)

**IFA 2026 will take place in Berlin from 4 to 8 September 2026.**

### **About IFA Berlin**

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2026: [www.ifa-berlin.com](http://www.ifa-berlin.com)  
Experience IFA with your ears (IFA podcast "Viva la IFA"): [open.spotify.com](https://open.spotify.com)

### **Contact**

IFA Berlin press team  
[press@ifa-management.com](mailto:press@ifa-management.com)

Sonja May  
Director PR & Corporate Communications  
[s.may@ifa-management.com](mailto:s.may@ifa-management.com)  
+49 1515 1577525

Gioia Zoli  
Head of International PR  
[g.zoli@ifa-management.com](mailto:g.zoli@ifa-management.com)  
+49 (0) 30 3983099-501