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spoga horse further develops its content format: New business conference format is to bring marketing, content and commerce to THE STAGE in 2027

spoga horse is strategically realigning its existing content and community format, the CREATOR DAYS, placing a stronger emphasis on business impact, visibility, demand and sales success.

A new business format revolving around marketing, content and commerce is being launched at spoga horse. The CREATOR DAYS will not continue to be a separate side event in 2027, instead key experiences and content-related insights from the previous format will be integrated into the new, more business-oriented conference programme on THE STAGE. A diverse conference and networking programme is planned, featuring key sessions on THE STAGE as well as additional formats at various locations throughout the trade fair. The focus will be on marketing and sales trends, new partnerships, demand generation, and how content and visibility can contribute even more effectively to business success.

CREATOR DAYS experiences serve as strong foundation

In recent years, the CREATOR DAYS highlighted key topics such as social media, influencer marketing, content and communities at spoga horse. The experience and content-related insights gained in the process form an important foundation for the new business format.

Impact, relevance and measurable business value will become increasingly significant in the future. The new offering particularly addresses decision-makers from the marketing and sales sectors, exhibitors and brands as well as representatives of the retail trade. The latest developments will be discussed in the scope of keynotes, talk rounds and best practice sessions and practical insights for effective communications, strategic partnerships and growth-oriented cooperations will be provided.

"In past years, the CREATOR DAYS provided important impetus regarding digital visibility, content and communities. We sincerely thank all parties involved, in particular Kristina Sehr and her team at SehrwieViel, for the successful collaboration and their important contribution to this format. We will now build on these experiences to create a new offering for 2027 that is more strongly aligned towards impact, relevance and concrete business benefits, while combining visibility, demand and sales success more closely with one another. At the same time, the realignment is a targeted reaction to the current market needs and developments,"



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www.spogahorse.com

Your contact:
Paul Schubert
Tel.
+49 17612563104
e-mail
p.schubert@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief
Executive Officer)
Oliver Frese

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Torsten Burmester

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Cologne
District Court Cologne, HRB 952

explained Bernd Voss, Director of spoga horse and spoga dog.

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Stronger link between content and business on THE STAGE

The new format will be integrated into the programme on THE STAGE as well as into other areas of spoga horse, bringing it even closer overall to exhibitors, products and trade visitors. In this way, spoga horse is reinforcing its role as a business platform and offering guidance on the key issues of modern brand and retail communication.

Further information on the new format and programme of spoga horse 2027 will be announced in the coming months.

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Your contact for any requests:

Paul Schubert
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-3217
p.schubert@koelnmesse.de
www.koelnmesse.com