

## WordCamp Europe 2025: Basel Becomes the Center of the WordPress Community

**The event city of Basel is currently on everyone's lips. And not just because of highlights like the Eurovision Song Contest or the UEFA Women's Euro. But also because of major congresses whose influence extends far beyond national borders. Foremost among them is WordCamp Europe, which will take place in the city on the Rhine from June 5 to 7, 2025, and is expected to attract 3,000 users and developers from 96 countries.**

WordPress is the most widely used content management system in the world, powering over 43% of all websites. Its secret to success: as open-source software, it is freely available to anyone interested. The WordPress community is a close-knit group that values both virtual and physical exchange. This year, WordCamp Europe enters its 13th edition and is one of three flagship events alongside WordCamp US and WordCamp Asia.

"In Basel, we will offer a three-day program featuring talks and workshops covering everything from search engine optimization to website design," says Lead Organizer Steve Mosby. On the first day, known as "Contributor Day," participants come together in teams to work on current challenges. This could involve direct code development, expanding documentation, or answering community questions. The following two days will feature a classic conference format, culminating in a keynote by WordPress initiator Matt Mullenweg.

For Basel, this event marks another milestone in achieving its congress strategy goals. Stefan Bonsels, Head of Convention Bureau at Basel Tourism, explains: "Digital innovations are among the innovation fields supported by the Canton of Basel-Stadt. Additionally, we expect WordCamp Europe to give an additional boost to the regional ICT ecosystem. Accordingly, the appreciation for it in Basel is immense." Messe und Congress Center Basel also recognizes the added value that extends beyond the event dates. "Events of such renown help us to further solidify our position as a platform for knowledge and progress," says Christian Ortlepp, Director Guest Events at MCH Events & Exhibitions. "Moreover, there is another connection to our company: we currently use WordPress as our content management system and are enthusiastic about it." Against this backdrop, Basel's selection as the venue is simply the logical continuation of a proven partnership – ensuring a smooth execution.

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