



**December 9th, 2021**

**Online Everywhere  
&  
In person in Paris**



Subscription Business Show

Bringing together C-level executives from all industries  
to up their recurring revenues game

# SuBS.

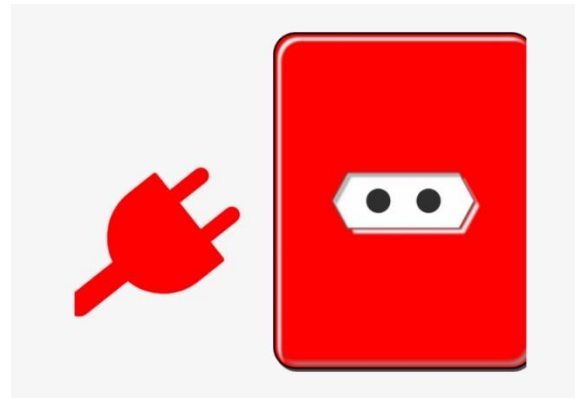
Our goal : **create a must do one stop shop** for all the top players & key decision-makers in the subscription business



**A unique B2B hub** where all experts and decision-makers come together



**A full month to focus** on the most effective tools & strategies



**A hybrid trade show** to make the most of both digital and in-person networking



1500 participants



50 speakers



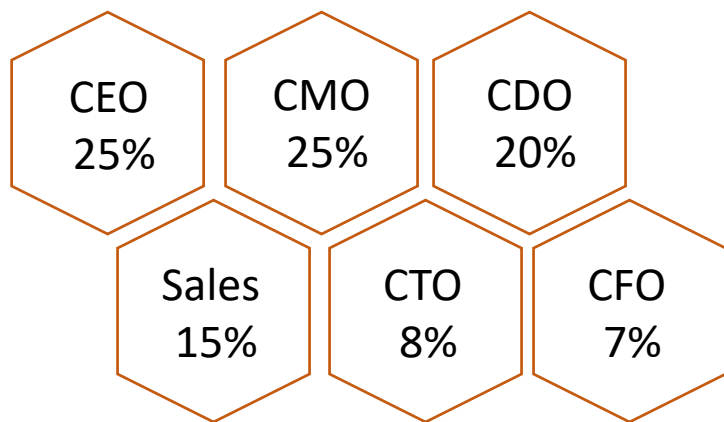
30 sponsors



# SuBS.

Providing quality insights so they can make the right choices in terms of **products and services that will drive their success at every stage of the membership journey**

Executives from various aspects of the business



Across all industries



Influencers from different teams



# SuBS.

**Answering all the important questions** they need to be asking to win in the months and years to come



## Strategy

**Why shift** over to this business model and what's the best way to **structure and launch** a subscription service?

- From CAPEX to OPEX
- Unlocking scalability
- Cultivating a membership mentality
- Transforming and upskilling your teams
- Legal Do's and Don'ts

## Operations

**How to grow a subscription business** most efficiently and effectively and when?

- Finding the right pricing structure
- Winning over your customers with smart onboarding
- Building loyalty and curbing churn rates
- Setting up an incentive plan
- Facilitating GDPR & Privacy compliance
- Optimizing ecommerce logistics

## Technology

**Which tools & technologies** will best bolster the customers' experience?

- Smart billing solutions
- Convenient payment systems
- Simple SEPA management
- Licensing labyrinth
- Monetization myths & maps
- Platformization & cloudification winners

## Data Analytics

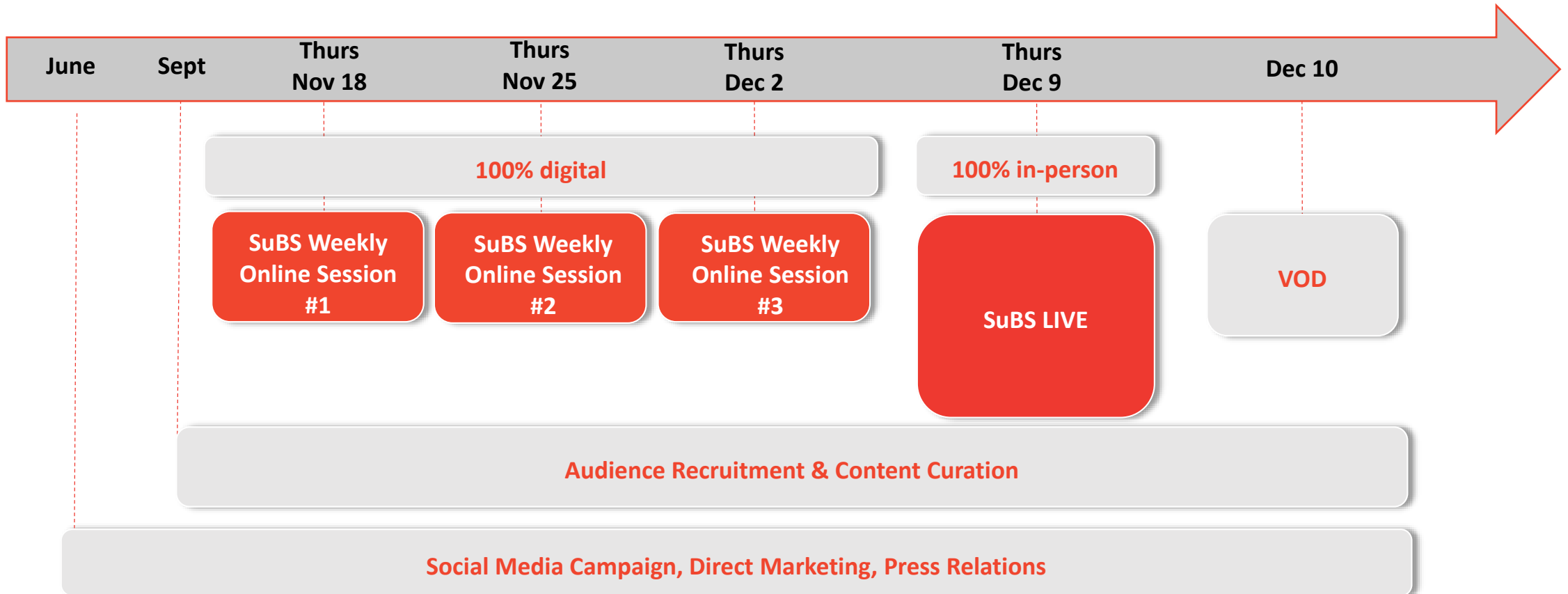
**What's the best way to** decode and leverage the data you collect to measure performance and ensuring ongoing improvements?

- LTV, ARPU, MRR
- Monitor your conversion tunnel
- Avoid subscription fatigue
- Customer satisfaction as your foundation
- Usage as a compass



# SuBS.

An ongoing experience to **build a genuine relationship** with this budding community and **maximize the impact** of your partnership







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&  
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## CONTACT US

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