

WORKSHOP 9

WEDNESDAY
OCTOBER 16
9:00am-4:00pm

BUILDING A WORLD CLASS SUBSCRIPTION OFFER

The subscription economy is booming. Recent estimates indicate double digit, and in some sectors triple digit, growth. Developing recurring subscription businesses are now common for all companies, from startups to well established companies, across all industries. The products go beyond the traditional software and roadside assistance solutions and increasingly include leveraging the internet to provide data, monitoring, service and even hard goods. But in order to be successful, companies must address fundamental offer and pricing strategy, operational and financial planning critical success factors.

In this workshop, attendees will learn best practices for building a world-class subscription pricing offer. We will review some of the common B2B and B2C subscription models utilized today. We will then examine best in class approaches to developing offers, metrics and value-based pricing strategies. Finally, we will provide you with the steps and knowledge necessary for building a financial planning and forecasting model to ensure a successful transition to and/or launch of your subscription pricing model.

LEVEL 500 COURSE

B2B AND B2C THEMED

PRESENTED BY:



KIRK JACKISCH

Vice President, Pricing Strategy and Management, Pricing Solutions Ltd.

Kirk Jackisch has more than 12 years of strategic pricing experience and 20 years of business experience, including working with international companies in the high-tech, healthcare, manufacturing, consumer products and Business Process Outsourcing services industries. He has an MBA from the Amos Tuck School of Business at Dartmouth College and a Bachelor in International Relations with Honours from the University of British Columbia.

ATTENDEES WILL LEARN:

- Some of the common B2B and B2C subscription models used today
- Best in class approaches to developing your offer, metric and value-based pricing strategy
- How to successfully begin planning the launch of your new subscription offer

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

MORNING BREAK

10:15 am-10:45 am

LUNCH

12:00 pm-1:00 pm

AFTERNOON BREAK

2:15 pm-2:45 pm

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