

RetailX
EVENTS

SUBSCRIPTIONX

17 June 2026 |

CONVENE, LONDON

Explore the event

Explore the agenda

Register to attend

Explore the opportunities of recurring revenues at **SubscriptionX**

Across the retail, media, hospitality and B2B industries, subscriptions and membership schemes are having a powerful effect in transforming customer loyalty into predictable and recurring revenues. More than 400 delegates are expected at [SubscriptionX](#) in June, to hear from dozens of speakers on how they achieve this and to meet their C-suite peers over the course of one day. Speakers bring a wide range of expertise into one place, from media groups including the Daily Mail, Financial Times and The Economist, from service providers Boots Opticians and Riverford Organic Farmers, and brands including Nespresso and the Craft Gin Club to cultural organisation the National Trust.

[SubscriptionX](#), now in its fourth year, offers attendees exclusive insights into what it takes to win committed customer loyalty and actionable strategies for achieving that. The event is part of the Summer Retail Festival, run by [RetailX Events](#).

“SubscriptionX exists because subscriptions are now a core business model, not a side hustle,” says RetailX founder Ian Jindal. “If you care about predictable revenue, customer lifetime value and loyalty, you need to treat subscriptions as a strategic capability, not just a payment plan.”

He adds: “What makes SubscriptionX different is the mix in the room. You have media brands, DTC pioneers, services and cultural institutions all wrestling with the same questions. Our delegates ‘maggie’ proven ideas from other sectors and take them home to create stickier, more profitable programmes.”

[SubscriptionX](#) has three tracks, which run in parallel and cover recurring revenues, membership, and loyalty.

Boost turnover through the power of subscriptions

SubscriptionX takes place at Convene, London on June 17 2026, and runs from 08.00 – with registration and breakfast – until 16.00, when networking drinks are served. There are opportunities to meet throughout the day, from breakfast and lunch to regular networking sessions, including scheduling one-to-one meetings.

Three conference tracks – dedicated to recurring revenue, membership and loyalty – all start at 09.25 and run alongside each other, allowing attendees to move freely between sessions to find answers to all their questions.

RetailX Events' Jindal says: *“With expertise from across the subscriptions and membership ecosystem, you’ll find plenty of inspiration and strategies that will help your business to prosper. If you already run subscriptions, you’ll find ways to improve them, and if you haven’t yet moved into this area, you’ll find inspiration for your own operations.”*

Recurring revenue

Getting subscriptions right for customers and building on them profitably is at the heart of the first conference track, Recurring revenue.

John Burke of Craft Gin Club, Brendan Coelho of Dazn Group, and Herculano Rodrigues, of TikTok UK open this stream with a three note presentation – Recurring revenue reset: personalisation, flexibility and growth engines. Later, the 2026 SubscriptionX Research Report launches with a panel discussion featuring Raji Behal of Klarna and Janis Thomas of Clothes Doctor.

Key highlights include a presentation from Leon Saunders Culvert of The Economist Group on adding new recurring revenues to existing subscriptions, Victoria Mead of The Times and The Sunday Times alongside payments industry expert Masha Cilliers on payment performance, and a panel discussion – Brand + performance: the commercial engine driving recurring revenue – featuring speakers Ellie Doughty of Harry’s, Feiyang Yang of KatKin, Natalie De Luca of Craft & Crumb, and Amy Wisniewski of Lucky Saint. Rory Sweeney of Simon-Kucher closes the track with a presentation on the role of price architecture in protecting value.

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Membership

Membership schemes offer a sense of belonging and exclusive benefits in exchange for longstanding loyalty.

“We’re well past the stage where ‘add a subscription’ is a growth strategy,” says RetailX’s Jindal. “The real work is in proposition design, price architecture and membership experiences that customers actually want to keep paying for. That’s where our speakers are operating and that’s what we focus on all day.”

Speakers from membership organisations in industries from the media to organic farming come to the fore in the Membership track. This opens with a threenote presentation featuring Tom North of the National Trust, Dan Hutson of nutrition app Nutracheck and The Guardian’s Liz Wynn, with a focus on use, proposition and staying power.

Speakers in this conference stream include Courtney Jarrett of MonetizationOS, on hybrid monetisation and selling to AI agents, Justine Salter of Goalhanger on fostering a membership mindset, and Chris Duncan of Spotlight Sports Group on turning identity into revenue – and what brands can learn from sport.

Over a series of panel discussions in this track, Alice Wainwright of Rise Coffee Box, Michael Vachon of Citizens of Soil and Jenny North of Riverford Organic Farmers will weigh membership against replenishment, and Craig Niven of Fildi, and Guida Marques Pinto of Worten will explore the role of bundling in driving sales of products and services as well as partnerships.

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Loyalty

Finally, the Loyalty track opens with a threenote presentation on loyalty by design – and how businesses can use tools from circularity to live commerce and gaming mechanisms to keep customers engaged. The speakers here are John Sadeghipoor of Hayley Menzies, Tiago Correia of Griffin Gaming Partners and Erin Silvia of Naked Wines.

Key highlights include a panel discussion contrasting emotional and transactional loyalty featuring Guy Smith of Boots Opticians, Julie Marie Hauerberg of Matas, and Kate Hammond of Saira & Noble Panacea. A second panel discussion, featuring Andy Wilson of the Daily Mail and Helen Ward of Marquee TV considers how retailers can use trust as a currency to build loyalty.

Presentations in this track also include Katrina Broster of the Financial Times, on ensuring teams are aligned across the subscription strategy, and Kunle Campbell of Conscious Commerce on why clarity is a key component of loyalty.

“If you already run subscriptions, SubscriptionX is where you come to tune performance and protect value,” says Jindal. “If you’re still on the sidelines, it’s the fastest way to understand what works, what fails and how recurring revenue, membership and loyalty fit into your own P&L.”

[SubscriptionX](#) ticketholders can also attend [ChannelX 2026](#) which takes place at Convene, London on the same day. Both are part of the RetailX Events Summer Retail Festival, on the same day.