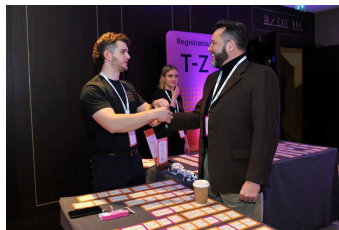
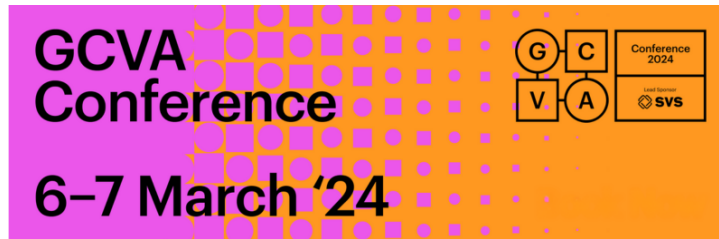


## GCVA Conference 2024



GCVA Conference '24 - what a cracking event! A fantastically busy and fun two days of catching up with colleagues old and new. Thank you all for making it so memorable.

Great to be back at Bankside with 450+ attendees, 70+ speakers, insightful panels, research, networking, and hearing what retailers are doing and thinking about, including trends and opportunities for the industry.

Over 3000 connections were made in-person and online, and it was wonderful to welcome so many of you from outside of the industry and new members to the GCVA.

Thank you to all our amazing sponsors, exhibitors and partners, and especially to SVS, our lead sponsor, for your ongoing support.

I hope you enjoyed our top keynote presenters as much as we did. Their insights into the mind of consumers, ESG Matters, and The Future Workforce provided much food for thought, see top takeaways below.

Thanks to all who completed the survey. We'll share your invaluable feedback shortly and review it for next year. Look out for the Conference Catch-up on the GCVA website—available soon!

We're looking forward to seeing you at the next GCVA Connect Open Forum, May 9, and we'll update you on #GCVACon25 happenings over the coming months.

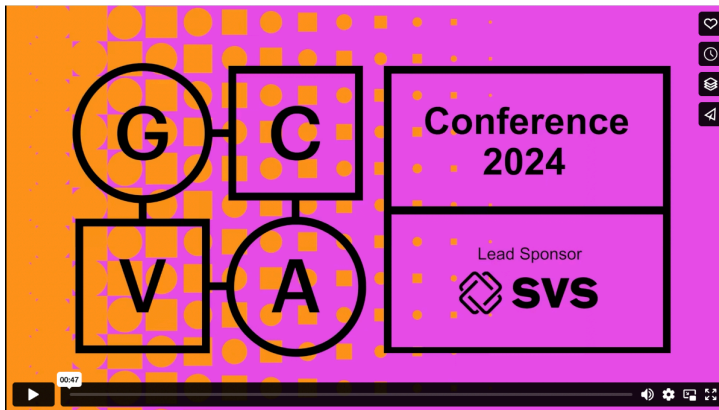
If we didn't get a chance to catch up properly, feel free to get in touch if you want to chat about membership or simply email [members@gcva.co.uk](mailto:members@gcva.co.uk) to find out more.

Enjoy your weekend.

**Adam Hobbs & Siobhan Moore**, GCVA Executive Co-chairs

PS: If you're not a GCVA member yet, we'd love to have you! Join us and be part of the go-to association for the gift card industry.

[Join the GCVA Today](#)



GCVA Conference '24 highlights

"One of, if not THE best event in the calendar for networking, insights and inspiration. One venue, 2 days, 500 great people, and an ever-expanding industry." - Conference attendee 2024

**SVS**

Lead Sponsor



## 2024 Highlights

### Day 1

A full day of insight and discussion. An in-depth review of '23 & reflections on the gift card and retail environment. Plus, GCVA 101 live sessions.

#### KPMG-GCVA '23 Data Insight



GCVA-KPMG H2 2023 Top Level Insight has now been sent to all members. See [here](#)

Sales of gift cards saw robust growth in the second half of '23, up 7.43%.

Previous trends have continued, with growth primarily driven by the B2B market (up 10.04%) and in Digital Gift Cards (up 16.73%).

The Leisure sector led the way in growth, up 13.70% with strong growth also noted for the Retail sector, up 7.05%.

The full report was presented at conference and can be viewed [here](#)

"Love the KPMG data insights.

### Day 2

Exploring ESG Matters, the future workforce, and demystifying AI & enabling customer engagement. Current and emerging trends and next steps.

#### Keynote Speaker



Hannah Cool, Director of ESG Transformation at PwC

Keynote: **Hannah Cool**, Director of ESG Transformation, PwC on ESG Matters.

Purpose and profit are not conflicting; companies that embed ESG throughout their business will unlock value through superior performance and impact.

Top takeaways:

- 'ESG' is the impact of climate on business and the impact of business on the planet - the two things are very different
- 83% of consumers think companies should be following ESG best practice
- The sustainability problem - the market is optimised for financial requirements. If nobody has a clue what's going on, how do we make progress?

Discussions about the future of the market and where we think it's heading longer term." - Conference attendee 2024

## State of the Nation '24

Sponsored by Savvy



State of the Nation Launch '24, delivered by Global Data.

Insight: Primary research of 2000 UK mixed demographic responders and over 50 gift card industry specialists.

Top takeaways:

- Consumers exercised caution amid rising costs, and prioritised gifts
- 28.6% of monthly gift card shoppers opted for digital gift cards in '23, compared to 26.5% in '22
- Physical gift card sales fell in '23
- Retail gift cards increased in popularity, driven by a desire for more thoughtful gifting
- Gen Z remain the most likely to receive gift cards via text, but millennials are the most likely to receive gift cards via social networking or messaging platforms
- 43% of gift card users said they would spend £10 above and beyond a £30 gift card value

Read the report [here](#)

## Keynote Speaker

Sponsored by lastminute.com



Keynote: Understanding the Mind of Consumers - **Prof. Ben Voyer**, ESCP Business School.

Voyer's research on behavioural science investigates how self-perception and interpersonal relationships affect cognition and behaviours in various contexts, in this case the biases that affect consumer decisions.

Top takeaways:

- Gifts are as much about adhering to social norms and pleasing others as they are

"We can't fix these issues in isolation - the system is broken. But it can be fixed - we need to call out the issues.

"Make sure you have people in your organisation leading sustainability who genuinely care about the planet."

## Keynote Speaker



Ben Blackledge, CEO at WorldSkills UK

Keynote: Today's Workforce: The Future Work Force & How They Operate – **Ben Blackledge**.

What do the future workforce & employers need to know? Are we turning into an employee-led world?

We found out how to evolve to keep up in an ever-changing environment.

Top takeaways:

- There are 7.1m individuals aged 16-24 asking "where's my place in the world?"
- Priorities: Life-work balance, increased needs and expectations, and more than earning money
- Purpose, enjoyment and fun is a priority

Focus on recruitment, retention and development.

"We don't have a choice. It's an economic and moral imperative. In the UK, we have a skills challenge."

Young people are the only sustainability solution and our biggest resource going forward."

## Demystifying AI & Enabling Customer Engagement



Demystifying AI & Enabling Customer Engagement - Nick Rosa at Accenture, interviewed by Katie Cannon.

Myth-busting common misconceptions about AI and exploring how it can be used

- about communicating the giver's status or intentions
- Depending on the product/service category marketed, cognitive processes, emotions and actions all play a role
- To persuade consumers to select your product, you need to construct a choice architecture that favours your offering

*"Choosing is hard. Our mind is fighting priorities. Simplify the choice - it's better for the consumer. Ease and convenience is key!"*

## The Gift of Fraud



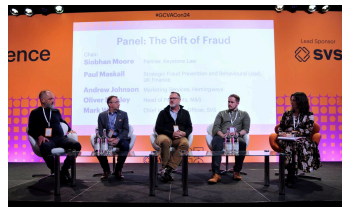
The Gift of Fraud, presented by Paul Maskall at UK Finance, followed by a panel discussion chaired by Siobhan Moore.

What can be done to protect consumers, our brands, and businesses from fraud and scams?

Top takeaways:

- Fraud is massively under-reported - many industries don't care
- Gift card challenge - there's little opportunity to safeguard as it's not a traditional environment
- A seamless digital customer journey and user experience can make fraud easier as there's no accountability

*"There's no difference between fraud and marketing - aside from the intention of an author."* Think about that one!



A thought-provoking lead into our panel, which explored what we're seeing with gift card fraud.

*"Everything from sophisticated social engineering to idiots!"* and best practices to help combat it.

Chaired by Siobhan Moore, Partner at Keystone Law.

The GCVA is partnering with UK Finance on a working group for

effectively in marketing to promote and sell gift cards.

Top takeaways:

- The challenge: consumers are changing faster than companies so we need to understand how to better serve our customers
- Tech is now driving 75% of major transformation programmes at Fortune500 companies
- Big topics: the interface between human and tech will change over the next 5-10 years - natural interfaces. AI will become your PA at work and home!

## GCVA 101

Sponsored by BHN



GCVA 101 live sessions. On-demand on the Members Area of the GCVA website - enjoy!

- A-Z of Gift Cards
- Panel: Multi-Choice
- Manufacturing, Digital Divergence & Sustainability
- Understanding Trivial Benefits, Salary Sacrifice & the Gift Card 500 Campaign
- Everything You Need to Know About Malls
- Panel: B2C, In Store or Digital, that is the Question...?
- Panel: Today's Workforce: How Best to Care
- Panel: The Influence of Data & Insight Reporting on Gift Cards

## GCVA Charity '24

Please support & help change lives



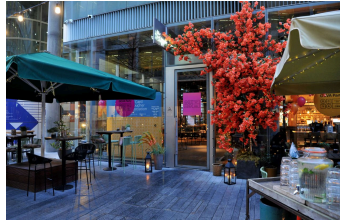
Gift Card prizes! Alex Schade - Day 1 winner

For '24 the GCVA is proud to support Macmillan Cancer Support, a fantastic cause.

fraud.

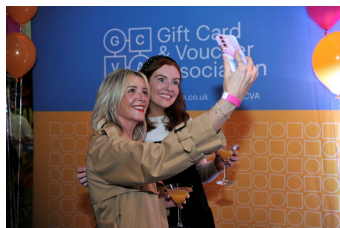
We want to hear more of your stories and work with you. Get in touch!

## First-Night Party



A fantastic First-Night Party!

Over 375 delegates at the Refinery Bar, delicious food and dancing till midnight – celebrating and catching up with old and new industry friends.



## GCVA Conference App!

Sponsored by Merit Incentives



New for '24! Exclusive Conference App - 460 signed-up attendees.

Meeting new people and reconnecting with old friends is the key to the conference.

*"Make the most of it to fix meetings, see who's attending, and choose*

Our goal is to raise £5K. Let's come together as an industry and make it happen.

Thanks to lastminute.com and Virgin Experience Days for £500 gift card prizes!

[Give now](#) via our charity page or scan the QR code below. Easy!



## GCVA Playroom

Supported by LEGO



Announcing our LEGO competition winners!

- Hayley Cole - 'Y.M.C.A' (GCVA) Village People
- Iain Inch - 'Yellow' Coldplay
- Frédéric Del Blanco - 'Yellow Submarine' The Beatles
- James Stewart - 'Stairway to Heaven' Led Zeppelin

See the winning entries [here](#)

Each winner takes home a £100 LEGO e-gift card. Enjoy!

## Become a GCVA Member

Enjoy year-round GCVA access!

**Become a GCVA Member**

GCVA bringing our industry together to drive innovation and growth. Special conference offer - 10% discount of annual fee

 95+ Members	 Annual Conference & Awards	 Research & Insight
 In-person, Online, Social Events	 Networking	 Updates on latest Legislation, VAT, Fraud Prevention
 Thought Leadership & Advocacy	 PR & Media	 Introductions & Connections

The go-to association for the gift card industry - sharing insight and knowledge, influencing issues, and sparking change.

[@gcva](#)  
[the\\_gcva](#)  
[info@gcva.co.uk](mailto:info@gcva.co.uk)  
[www.gcva.co.uk](http://www.gcva.co.uk)

As a member of the GCVA you will enjoy loads of benefits and a huge discount on conference tickets.

Membership is open to everyone in the industry - retailer/issuers, aggregators, service providers, manufacturers - all are welcome.

Email [info@gcva.co.uk](mailto:info@gcva.co.uk) or call +44 (0)1424 205 444.

what content you want to see."

"It was invaluable and we used it for everything!" - Conference attendees 2024

## Thank you from the GCVA Executive & Team



L-R: Adam Hobbs, Motivates; Glenn Sizer, Currys; Katie Cannon, Jigsaw Business Solutions; James Malia, Prezzy; Miranda Graesser, Sainsbury's; Malc Berg, SVS; Warren Humphries, M&S; Heather Rogers, BHN; Siobhan Moore, Keystone Law



L-R: Adam Hobbs, Tom Morris, Georgia Wellard, Victoria Evans, Rhiannon Whitehead, Amberlie Ross-Scott, Siobhan Moore

## What People are Saying...

*"An excellent 2 days spent gaining valuable insights into the gift card business. The event is always well planned & organised and a great opportunity to meet colleagues as well as as network with new contacts!"*

*"Congratulations, Adam & Siobhan - the Ant & Dec of Gift Cards! Brilliantly done, whilst maintaining a day job!"*

*"GCVA Conference is a must attend for anyone vested in Gift Cards. The quality of discussion, and its positioning within the wider economy, provides essential insight for both established and new gift card programs. For brands it's an ideal opportunity to see what's in the market and discuss opportunities with other brands. For suppliers, it's a single point for great face-to-face meetings."*

*"A yearly conference full of inspiration, networking and making professional friends! If you are working in the Gift Card business attending is an absolute must."*

*"It was my first time at the GCVA and I loved it! I learnt so much about the industry & took away some great insights. Not only did I get to meet people in person, I got to meet so many new people and connect with them and their business."*

*"I have worked at Aldi for 10 years, and only in the gift card industry for the last two months. This was by far, the best experience I have had within my Aldi employment. It was inspiring and wonderful to be surrounded by like-minded people. Thank you GCVA :)"*



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## In-Kind Sponsors



## GCVA Members March 2024



## Partner Events



There are just 3 days until PAY360, where the payments industry will descend on ExCeL, London for two jam-packed days of networking, thought-provoking discussions, masterclass insights and getting business done.

If you haven't booked your ticket yet, now is the time to do so. Take two minutes out of your day now to get it done and secure your place at THE leading payments event, using code PAY360GVA20 to secure 20% off your pass.



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