

Gift Card & Voucher Association

Meet our Newsletter Sponsor:



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 - Welcoming new members: Finfare Connect & Zipzero
-



Send us your news & updates for that extra promotion: members@gcva.co.uk

Welcome to your November newsletter...

Hello, GCVA members - Friday greetings from Jerusalem. I've been working here for a few weeks looking after my 91-year-old mum. Challenging times for all, and I hope and pray you and your loved ones are safe and well.

Thank you for the kind messages of support; it is much appreciated.

Great GCVA Connect October Open Forum last month hearing your predictions for peak season, customer engagement, and how to retain loyalty and brand awareness over Xmas and January.

November Summit is just around the corner! Now SOLD OUT - join the waitlist [here](#). I am really looking forward to this new event for the GCVA – members and non-members and over 200 of you attending. Check out the fabulous agenda [here](#). If you've registered and can't make it, please let us know by emailing members@gcva.co.uk.

Drum roll, please... I'm excited to announce GCVA Conference 2024 is LIVE! LAST DAY has been extended until the end of play today, 3 November, for Early Bird Tickets at the best price exclusively for members. [Book here](#). Thank you to SVS for being our fabulous lead sponsor for the 8th year.

Good to see a good sprinkle of GCVA members at the RGCA Forum last month – we found ourselves in, apparently, the largest Hotel resort in Texas, so didn't get to explore much – and yes, they do wear cowboy hats everywhere! Why? Answers on a postcard.

It was fabulous catching up with all our US friends and partners and lots of interest in the UK market. Great sessions and thought-provoking discussions on fraud, sustainability, consumer research, AI and more.

A warm welcome to our latest members: Finfare Connect, Zipzero and RLC Solutions - more info below.

Look forward to seeing you next week – at what will be my last event as Director General of the GCVA – and yes, I am sure I will be sharing some emotion.

Have a great weekend.

Best wishes



Gail Cohen | Director General, GCVA

GCVA Events



Register now for upcoming GCVA events - in-person and online, connecting *you* with the wider gift card community.

CATCH-UP:

The Official GCVA Hall of Fame '23 Newsletter [here](#)

GCVA Connect Forums:

October Open Forum [here](#)

Sept KPMG H1 2023 [here](#)

2023 EVENTS:

GCVA One Day Summit



November Summit is now SOLD OUT - join the waitlist [here](#).

We have a jam-packed day for you, including the AGM, keynote speakers, panels, exhibitors, new research, networking, and more...

Thank you to:

Lead Sponsor: [EVERYWISH by Wishcard](#)

Dr. Andreas Betzer from

GCVA November One Day Summit -
*Lead sponsor: EVERYWISH by
Wishcard. SOLD OUT - Join the
waitlist [here](#)*

9 November: 10:30-17:30/21:30, St
Mary's Marylebone W1

KPMG Workshop: 6 Dec online
[Register here](#)

December pre-Xmas 'Hang Out'
13 Dec, 12:30-14:00 - [Register here](#)
Join the GCVA for one last time in
2023! Looking back at members'
achievements over the year.

2024 Events:

January Networking & Social
- [Register here](#)

18 Jan: Beat the January blues and
enjoy networking IRL - reconnect
with your colleagues and
clients. *Central London venue tbc*

GCVA Conference 2024 - *Lead
Sponsor SVS* - [Book now](#)
6&7 March, Hilton London Bankside,
SE1 0UG

*To promote, sponsor, or exhibit at
events, email members@gcva.co.uk
to find out more.*

Partner News & Events



RGCA Forum 2023

A brilliant two-day deep dive into the

EVERYWISH by Wishcard
commented: *"After a highly
successful journey with our multi-
brand voucher in Germany, we are
thrilled to introduce our first product
in the UK: EVERYWISH, a universal
gift card featuring 100+ top brands,
from A for Amazon* to Z for Zalando,
complete with a complimentary
greeting card, offering limitless
possibilities.*

*"As newcomers to the British gift
card landscape, our primary goal is
to become an integral part of this
vibrant family and what better
platform to embark on this journey
than the GCVA event."*

Official Partner: [Women in Incentives
Network \(WiiN\)](#)

Exhibitors:

- [EVERYWISH by
Wishcard Virgin Experience
Days](#)
- [Tag Systems UK](#)
- [Cashwave](#)
- [Women in Incentives Network
\(WiiN\)](#)

GCVA Conference '24

closed-loop gift card industry.

GCVA Director General Gail Cohen and Senior Manager Content & Sponsorship Victoria Evens had a wonderful time connecting and meeting the partner team overseas.

GCVA-KPMG H1 '23 Data Report



GCVA Conference 2024 - [BOOK NOW](#)

The gift card flagship industry event of the year is back - a two-day adventure: Insights, talks, discussions, case studies, socialising, and the very best networking opportunities.

Watch out for exciting reveals & news of killer content and the speakers we have lined up for you.

*Early Bird ends midnight, Nov 3
Standard Ticket rate until Jan 31
2024*

Members £350

Non-members £695

Partners £595 (with Partner code)

Hotel special delegate rate available now: book your room [here](#)

Conference Exhibitors:

- [Diggecard](#)
- [Thames Technology](#)
- [Tag Systems Uk](#)
- [Giftomatic](#)

Conference Partners:

KPMG H1 2023 Data report is out now - see [here](#)
Topline insight [here](#)

After a mixed '22, sales of gift cards experienced renewed growth in the first half of '23, up 8.4%.

This was primarily driven by growth in the B2B market (up 11.7%) and in Digital Gift Cards (up 15.2%). Growth in the Leisure sector was strong, at 16.1%, with the Retail sector seeing 8% growth.

KPMG Workshop: 6 December online

Go [here](#) to access all GCVA data in one place.

GoGift Newsletter Sponsor Content



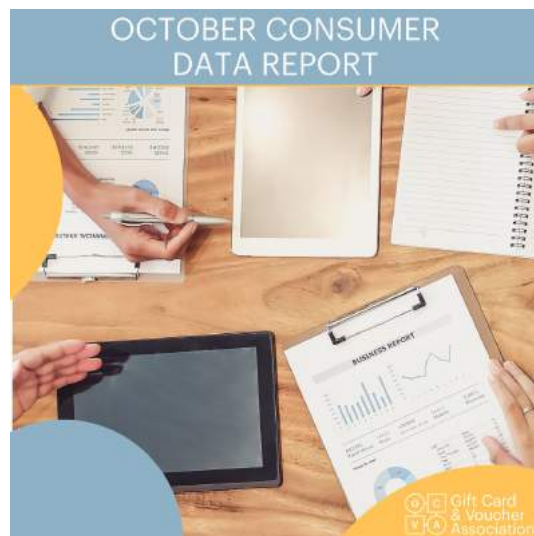
Looking to incentivise, reward, and engage your team or clients for the holidays?

GoGift's customisable gift cards

- [BVCNL](#)
- [IGCC](#)
- [IMA Europe](#)
- [PIF](#)
- [PVD](#)
- [RGCA](#)
- [WiiN](#)

See all sponsorship & exhibition opportunities [HERE](#) and email conference@gcva.co.uk

GCVA October Consumer Data



The GCVA October Consumer Data report is out now - read [here](#).

Topline findings:

- 2023 retail forecast raised to 4.4%, but growth to drop to 2.5% in 2024 as inflation falls
- Gifting sees y-o-y decline in those purchasing...however, gift cards outperform physical gifts
- Y-o-y drop in purchasing via work programmes

make the perfect holiday treat for anyone, anywhere!

Whether you're looking for a local or global solution, GoGift's got you covered any time of the year!

#GiftCard500 Campaign



Our goal is to get trivial benefits up from £50 tax-free to £500-£1000 as per other countries.

We have commissioned a public affairs specialist to review the next steps. If you want to be involved, get in touch.

Thank you to the following brands for taking part in the #Giftcard500 campaign:

- Blackhawk Network
- Edenred
- Love2shop
- Motivates
- Miconex
- Prezzee
- Tillo

GCVA News & PR

- Digital gift cards continue to outperform physical gift cards
- Multi-store gift cards see strong performance over Sept
- Experience gift cards bounce back over Sept

GiftBetter Campaigns



#GiftBetter - Boost your gift card programmes across Facebook, Twitter and Instagram.

October campaigns total reach 94.054. Followers increased across all platforms, with over 1k new followers.

Our giveaway with Argos on 28.10 had the highest reach at 25,000 and Motivates the highest number of entries at 29k.

Thanks to the following members who took part in October promotions:

- Argos
- InComm Payments
- M&S
- Motivates
- Tesco



'Gift Cards are the Answer!' & 'Beat the January Blues with Gift Cards'

GCVA is running a campaign on how gift cards can help people overcome spending challenges for Xmas and cut back on waste.

We are doing regular outreach to media and 'Best Buy' sections to pitch into gift guides and money-saving columns.

We want YOUR special deals and offers. FREE promotion for your business - what's not to love?

Email gcva@pragencyone.co.uk by the following dates:

- Nov 24 (December deals)
- Dec 8 (Last-minute deals)
- Jan 15 (Blue Monday)

See the October PR Report [here](#)

Gift cards in the news...

[Scoop: DC lawmakers to introduce new bill funding local news via vouchers | Axios](#)

October GiftBetter report [here](#)

TWO slots left for Black Friday - email giftbetter@gcva.co.uk (£50 minimum gift cards for Xmas campaigns)

Get your branded posts using #GiftBetter as a marketing channel (subject to availability and GCVA campaigns) - email giftbetter@gcva.co.uk for details.

New Members



[Finfare Connect \(previously Network B\)](#) is your global loyalty solution.

Our technology empowers publishers through a comprehensive suite of offerings, including in-store cashback, affiliate deals, gift cards, reconciliation, and white-label loyalty.

These are all backed by machine learning for precise targeting across top cashback sites in the UK, Europe, and North America.

Visit connect.finfare.com for more info.



"The new bill is groundbreaking in that it simplifies and resolves a lot of complex questions experts have raised about implementing news voucher programs."

GCVA Take: An innovative way to support local journalism in challenging times.

Members News & Moves



[No-fees Irish Digital Gift Card launched. OptionsCard is the new No-Fees, No-fuss multi-brand digital gift card for the Irish market](#)

[IKEA is now available alongside Currys plc on Techscheme through BHN Extras](#), allowing employees to save up to 12% on IKEA in-store and online

[Diggecard: Business demand for gift cards remains strong](#)

[LittleStarts Gift Cards hot off the print press for national retail!](#) Thanks to Green Gift Cards for an awesome job with the printing

[ZIPZERO](#) provides its users cash rewards for sharing their shopping data.

ZIPZERO partners with retailers to provide cash rewards to its users.

ZIPZERO uses this shopping data to build detailed consumer profiles to help retailers and brands target its users based on their specific buying behaviour. Visit zipzero.com for more info.

GCVA Job Board

Opportunities at the GCVA & InComm



[InComm Payments: Commercial Development Manager \(UK, remote\)](#)

GCVA has two roles:

- [Managing Director](#) (hybrid-working)
- Business & Project Management Executive (Graduate/2nd jobber)

Find new career opportunities by browsing our [featured posts](#), and post your own job ad for free!

[Lifestyle CEO Mark Boyce joins CEO Sleepout UK to help in fight against homelessness](#)

[Just Eat Takeaway.com, one of the UK's leading online food order and delivery services, is now part of the Runa Network](#)

[Currys launches Green Friday sale encouraging Brits to shop responsibly](#)

BRC-KPMG Retail Sales Monitor



BRC-KPMG Retail Sales Monitor

UK Total retail sales increased by just 2.7% in September. This was in line with the 3-month average growth of 2.7% and below the 12-month average growth of 4.2%. Full report [here](#).

Insights from Associates:

[Take your business to the next level with expert insights at the Mastercard Excellence in Consumer Engagement UK Summit on 8 Nov](#)

Email members@gcva.co.uk with your open roles, and we'll add them to the website and newsletter.

Newsletter Sponsor



Meet our Newsletter Sponsor:

[GoGift](#) is a global gifting brand and online retailer catering innovative gifting solutions to over 15,000 satisfied corporate clients worldwide.

Visit global@gogift.com.

Send us your company or personal news and updates to feature in the next newswire.

Email members@gcva.co.uk, and we'll share in the next issue and on our social channels.

[Retailers raise over £500 million for good causes](#)

[From points to personalisation: Exploring the evolving landscape of customer loyalty](#), by American Express

GCVA Charity



GCVA raised an extraordinary £1,100 from the auction of Nova 14k white gold lab-grown diamond earrings at the awards, bringing a total of £3,335 for The Trussell Trust, helping fight food poverty in the UK.

How to donate:

- Donate via our [fundraising page](#) or scan the QR code below
- Text 'GCVA' followed by your donation amount to 70085



Team GCVA



GCVA team (l-r): Rhiannon, Victoria, Gail, Amberlie, and Laura.

GCVA Staff:

Gail Cohen | Director General

Laura Guy | Marketing & Events
Manager

Victoria Evans | Senior Manager:
Events, Content & Sponsorship

Rhiannon Whitehead | Digital
Content & Events Executive

Georgia Wellard | Administration
Executive

GCVA Freelance:

Nika Talbot | Copywriter &
Newsletters

Events | Amberlie Ross-Scott,
Always Live

Natasha Russell, NR Events | Event
production & delivery



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