



Meet our Newsletter Sponsor:



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- Welcome to new members:
 - Simply Thank You
 - Buyagift



Welcome to your May newsletter...

Dear Members,

I hope this newsletter finds you enjoying some much needed Vitamin D - perhaps spring finally is really here?

I am delighted to say that I have now been at the GCVA for about a month, and what a month it has been! I have spent time with the Executive Board at the Away Day planning strategy for 2024/25, got to know the fantastic GCVA team, and started to meet members. I would love to meet each and every one of you, so please do reach out to me directly to set up a call or a coffee.

Although summer is sometimes seen as the 'quiet' time at GCVA, we are pretty busy! We are looking at plans for 24/25, thinking about our membership value (look out for a membership survey soon!), and planning some great summer events. Most importantly, our Summer Networking Social is coming up on the 27 June - please [let us know if you'll be joining us](#).

Our Hall of Fame Awards is on the 12 September and we have just launched our Call for Entries for each of the award categories - you can find the full list and entry requirements [here](#) - and we will be hosting a free webinar with tips on making an application to help you make the best entry you can. The webinar is on the 23 May, and you can [register here](#). A recording will also be available afterwards.

And if you haven't already - book your table or ticket for the Awards - I've heard it's a pretty fantastic night of fun. Email victoria@gcva.co.uk.

Victoria, our **Head of Business Development & Engagement**, was at [BVCNL's Prepaid Congress 2024](#) in April, and was delighted to meet some members, prospective members and learn about the world of gift cards and loyalty in Germany and the wider EU. I'll be at The Gift Club's Big Handshake next week in Amsterdam; I am really looking forward to learning more about this fantastic sector, and I hope, meeting many of you!

We hosted our GCVA Connect Open Forum on Thursday, where we discussed the gift card landscape for 2024 - both what the data tells us and how this can be used to innovate and grow our sector. We also discussed some of the latest developments in fraud & security, and how we work together to tackle the threat. Watch the replay [here](#) if you missed it.

We will also be opening up elections for two new board members next week, please keep an eye on your emails to find out more about being an Executive Board Member and how to apply.

Finally, please take a moment to answer our short newsletter survey. We want to hear from our members about how useful and interesting this newsletter is to

you. We value your feedback and will be reworking our content and layout to deliver a quality newsletter you will look forward to reading every month - please find the [link here](#).

With best wishes,

Dr Hannah Shimko
GCVA Managing Director

GCVA News & PR



The GCVA Executive Board in Hastings for the Executive Away Day earlier last month

What we've been up to this month...

- GCVA Hall of Fame Awards 2024 are now open for entries! [Enter now](#)
- The GCVA Executive board got together at Hastings HQ for the annual Away Day, strategising for the year ahead
- The GCVA Fraud & Security Working Group came together to discuss experiences of fraud, what members are doing to combat it, and what we can do to support the wider membership. Email members@gcva.co.uk if you want to get involved. Read about their previous meeting [here](#)
- GCVA went to the Prepaid Congress 2024 in Berlin - see [here](#)
- GCVA Conference 2025: March 5 & 6 - celebrating our 10th anniversary! Sponsorship packages are now available, see [here](#)
- Enjoy exclusive access to our members' area. Everything you need in one place [here](#)

GCVA Events

GCVA Hall of Fame '24

Lead Sponsor: BHN



Register now for great events full of insight, research, discussions, and plenty of networking opportunities.

CATCH-UP:

GCVA Connect May Open Forum

[here](#)

GCVA Conference '24 sessions [here](#)

2024/25 EVENTS:

GCVA Summer Networking Social
- 27 June, 17:30-23:00 [Book now](#)
[All Bar One](#), Butlers Wharf, 34 Shad Thames, London SE1 2YG.

Donate to our Macmillan Cancer Support JustGiving page to be automatically entered into our summer prize draw. Winner announced on the day.

GCVA Connect July Open Forum -
11 July, 12:30-14:30 Register [here](#)

GCVA Hall of Fame Awards '24 - 12 September, 18:00-1:00. Book your tables & tickets:
awards@gcva.co.uk

GCVA Connect October Open Forum
- 10 October, 12:30-14:00 Register [here](#)

GCVA November Summit - 7

GCVA Hall of Fame Call for Entries are NOW LIVE.

Enter to be recognised for your achievements and contributions to the gift card industry.

Entries are FREE and there have 12 awards up for grabs, so the winner could be you!

Visit our Hall of Fame site for more information. Click [HERE](#).

Submissions close 3 July 2024.

Hall of Fame Call for Entries Webinar (May 23) - FAQs on award submissions, entry process, criteria and more. Register [here](#)
Sponsorship Deck [here](#)

The most glamorous night in the gift card calendar. Come together with GCVA members for a full evening of celebration, recognition, and prestige.

Book your table [here](#) - **1 Gold Table left!**

GOLD: £4,950 ex vat - *Prime position + 2 bottles of champagne, 3-course meal with wine*

SILVER: £3,300 ex vat - *3-course meal with wine.*

November, 10:30-21:00. Register [here](#)

GCVA Connect December Drop-in -
13 December. HOLD THE DATE

GCVA Connect Retailer Forums *for retailers only*

25 July - Register [here](#)

24 October - Register [here](#)

GCVA Conference 2025 - March 5 &
6. Hold the date. Sponsorship
opportunities [here](#)

If you'd like to get involved, either by
suggesting topics or sponsoring an
event, please get in touch by
emailing members@gcva.co.uk

Partner Events

In partnership with IGCC



Join hundreds of the world's top
incentive and gift card professionals
at the [IMA Summit 2024](#)! The
ultimate hub for collaboration and
networking. You'll have the chance to
interact with experts, thought
leaders, industry pioneers, and
peers.

Discover new research, emerging
trends, and the best strategies to
improve your programs. Stay ahead
of the curve with our diverse range of
sessions, covering everything from
managing B2B gift card programs to
best practices.

NB Tables seat 12 guests. Individual
tickets available soon.

Email awards@gcva.co.uk to book
and for sponsorship enquiries.

GCVA April Consumer Data



The GCVA April Consumer Data
Report is out now, *delivered by*
Global Data - see [here](#)

Topline findings below:

- Gift purchasing in March showed slight growth compared to February '24
- Self use purchasing held up better, with 7.7% purchasing for self-use over March '24
- Digital purchasing was at its highest in March '24
- The proportion buying single-brand gift cards declined
- Experience and Leisure gift cards saw y-o-y purchasing growth among gift card buyers

GCVA State of the Nation 2024

You'll leave with a competitive edge and actionable takeaways that you can implement immediately.

Use special discount code [2024SUMMITGCVA23071719](#) to receive \$100 discount! (Early bird ends Friday May 10)

New Members



Simply Thank You are leading experts in corporate gifting and gift cards. With over 30 years' experience, they offer tailored solutions which enable clients to show their appreciation to employees, and to acquire and retain customers.

With limitless personalisation options, from bespoke platforms with tailored redemption options to branded gift wrap, they make gifting easy. [Learn more.](#)



Buyagift, the UK's leading provider of experience days, offers a variety of activities like adventure sports, spa retreats, and gourmet dining. They are dedicated to creating lasting memories through personalised gifts that cater to individual tastes and special occasions, ensuring each experience is memorable and satisfying. [Learn more.](#)

State of the Nation Report 2024



State of the Nation Report 2024 *sponsored by Savvy*, delivered by Global Data. See [here](#)

This whitepaper explores key themes driving consumer behaviour in the UK gift card industry and how gift card managers are responding.

View all GCVA data reports [here](#)

GiftBetter Campaigns



#GiftBetter - Boost your gift card programmes by taking part in gift card giveaways across Facebook, X/Twitter, and Instagram.

Email giftbetter@gcva.co.uk to take part in our Spring Bank Holiday campaign (May 27). ONE SLOT REMAINING.

Father's Day slots filled, confirm your Thank You Teacher slot now!

GiftBetter's Easter campaign had a total reach of 55.042. Followers increased across all platforms, with the highest increase on X.

GoGift Newsletter Sponsor Content



A Copenhagen adventure awaits!

Join us at GoGift for an unforgettable day in Copenhagen! Meet our vibrant community, exchange ideas and dive into what inspires us every day. Afterward, explore the charming city of Copenhagen with us and its summer magic.

Interested in joining our growing team? Let's chat about exciting career opportunities and shape the future together! [Learn more](#)



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.

**#Giftcard500
campaign**

Thank you to brands who participated in our Easter campaign:

- Halfords
- Tesco
- Motivates
- Prezzy

See all GiftBetter Reports [here](#)

Members News & Moves

[New EU rules to combat money-laundering adopted. Intensive and good cooperation with GCVA members!](#)

[Congrats to Courtney Jaehme at Jigsaw Business Solutions on becoming an ambassador at Wiin for the UK](#)

[Congrats to Maria Ospina who is starting a new role as Global Ecommerce Manager - Gift Cards at the LEGO Group](#)

[This is Money: Draining Gift Card scheme arrives in Britain: Victim loses £150 in her local Sainsbury's.](#)

What BHN is doing to stay a step ahead

[Miconex partners with GiftRound to inject £1 million into towns and cities](#)

[Diggecard announces its partnership with Viskan System, the leading e-commerce platform in Sweden](#)

GCVA Charity



The GCVA [#Giftcard500 campaign](#) is calling for HMRC to lift its Trivial Benefit Allowance from £50 to £500. We've relaunched this campaign, once again emphasising the benefits to the economy.

If you want to be involved, get in touch.

Thank you to the #Giftcard500 campaign supporting partners:

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

GCVA Job Board

**We're
Hiring**

Buyagift: [Head of Business Development \(B2B Sales\)](#)

InComm Payments: [Account Manager: Retail Gift Card Programmes](#)

New Look: [B2B Partnerships Executive](#)

Prezzy: [Brand Partnerships](#)



GCVA 2024 Charity: [Macmillan Cancer Support](#).

Throughout the year, the GCVA and the wider gift card industry will come together to fundraise for this crucial cause.

Organise your own activity to support Macmillan. [Learn more](#).

Donate now via our JustGiving page [here](#). Let's make change happen together!

BRC-KPMG Retail Sales Monitor



The BRC-KPMG Retail Sales Monitor is a key indicator of consumer demand and the health of the wider economy.

Collated from a cross-section of high street brands and pure online retailers, it's the source of Online vs In-Store growth and channel split by product.

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

Team GCVA



GCVA Staff:

Dr Hannah Shimko | Managing Director

Amberlie Ross-Scott | Interim Operations Director

Victoria Evans | Head of Business Development & Engagement

Rhiannon Whitehead | Content & Communications Executive

Georgia Wellard | Operations Manager

Tom Morris | Operations Executive

GCVA Freelance:

Nika Talbot, Firebird Content Studio | Copywriting & Newsletters

Natasha Russell, NR Events | Event production & delivery

See the April BRC report [here](#)

Associate insights:

- [RSM's latest consumer sentiment survey: Consumer trends defining 2024 - outlook report](#)
- [Can partnerships help the high street evolve? Brand Partnerships Report | Foot Anstey](#)

Give your feedback on the GCVA newsletter. We would love you hear your thoughts!

[Take the survey](#)



Tweet



Share



Forward

Gift Card and Voucher Association
45 Robertson Street
Hastings, TN34 1HL
United Kingdom

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

