

# European Financial Integrity Summit

15 May 2025, Van de Velk Hotel, Amsterdam



BrancheVereniging  
Cadeaukaarten Nederland

## Working Agenda

- 8:45**      **Event registration open & networking**
- 9:30**      **Welcome from GCVA & BVCNL - Plenary Suite**
- 9:40**      **Setting the Scene – Why are we discussing risk, fraud-mitigation and financial integrity right now**
- 9:55**      **What’s happening as we speak?**  
Examples of fraud and risk across the sector, from the shopfloor to the B2B platform.
- 10:35**     **Don’t Panic! Working Together on Media Strategy**  
Join GCVA’s PR Pro Steve Leigh as he shares insights for companies on how to react to a media inquiry, develop strategy for influencing negative stories to positive, and why it’s essential to work in unison with others and trade associations to flip the narrative.  
*Speaker: Steve Leigh, PRAgencyOne*
- 10:50**     **Morning break & Networking - Lobby**
- 11:30**     **Interpersonal Fraud: The Illusion and Reality**  
Join expert Dr. Elisabeth Carter as she uncovers the linguistic tactics of interpersonal fraud. She will reveal how fraudsters manipulate language to empower victims, disguise financial requests, and exploit changing contexts for repeated extortion. Learn about their use of gift cards, hybrid fraud strategies, and the fine line between credibility and coercion. Dr. Carter will also examine the shortcomings of current protection measures and share practical insights to enhance fraud prevention and public guidance.  
*Speaker: Dr Elisabeth Carter, Kingston University*
- 12:15**     **Looming Regulation: Lessons from Abroad, and how we can prepare for a different outcome**  
Recent legislative missteps in the United States have created unintended consequences for our sector, and consumers interaction with gift cards. This session brings together leading legal and regulatory experts to dissect these developments, examine their impact, and explore proactive strategies to ensure Europe avoids similar pitfalls. With looming regulation on the horizon, we’ll discuss how global collaboration, early intervention, and coordinated advocacy can shape effective policies that protect both industry and consumers.
- 12:45**     **Lunch & Networking - Restaurant & Lobby**

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### 14:00 **Updates from US Law Enforcement: Homeland Security** **Recent cases and new investigations**

A virtual session with Dariush Volleinweider and Adam Parks, US Homeland Security Investigations

*Speakers: Dariush Vollenweider and Adam Parks, US Homeland Security Investigations*

### **European Law Enforcement Discussion**

Join representatives from across the European Law Enforcement landscape as they tell us their strategies for improving investigation and prosecution of crime in the gift space, building relationships with the sector and sharing their insight on how we can better share intelligence for improved outcomes.

*Speakers: Paul Maskell, City of London Police*

### 15:25 **Afternoon Break & Networking - Lobby**

### 16:05 **Showcase of strategies and innovations for mitigating fraud**

Join the afternoon session to see and hear from companies across the gift card space providing solutions to the risks and challenges discussed first thing in the morning. From new manufacturing innovations, to technological solutions throughout the sales and distribution chain, to top notch training strategies for sales and shopfloor colleagues, we'll hear from those truly creating solutions for an constantly evolving threat.

**NB – If you would like to participate in sharing new solutions, please get in touch with the GCVA with more information about the innovation you'd like to share - [info@gcva.co.uk](mailto:info@gcva.co.uk)**

### 17:25 **Anchoring on best practice**

Join BVCNL, GCVA and PVD to relaunch the European Guidelines for Financial Integrity and the Prevention of Fraud, now including updates and learnings from the last 6 months, and reflecting what we've learned at the Summit.

*Speakers: Wendy Trienen, BVCNL, Hannah Shimko, GCVA, PVD*

### 17:35 **Summit Closing Remarks**

### 17:35 **Drinks Reception - Lobby**

### 19:30 **End of Event**