

GCVA Connect Open Forum

19 Jan Agenda

12:30 Welcome & Update, Gail Cohen, Director General, GCVA

12:50 'What's in a name? Gift cards, not just for gifting'

- Hosted by Steve Leigh, PR Agency One
- Including special guests, as part of the thought leadership team

13:30 Peak, and the results are in...

- Facilitated by Matt Collinge

14.00 END

Gail Cohen

Director General
GCVA



GCVA Connect Open Forum

19 Jan

GCVA



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GCVA Members 2022



GCVA December Consumer Data report:

UK retail spend forecast to reach £361bn in 2022, an increase of 1.4% on 2021

- Gift buying ramps up – 42% of UK consumers said they bought gifts – physical, gift cards for others or gift cards for self-use) a fixed price domination is attractive amid rising inflation)
- Self-use buying dips, with shopper priorities being elsewhere for Xmas. However, self-use gift cards are increasingly supporting shoppers looking for levers “to help with saving”
- Digital gift cards see strong y-o-y growth – both physical (experiential) and digital cards were popular gifting options for Xmas
- Experience and leisure cards saw further demand dip – the inevitable post-Summer malaise
- Gift cards have a crucial role in supporting local businesses and look set to be a permanently added revenue stream for local retail and hospitality operators

*GCVA December Consumer Data report
delivered by Global Data*

- ✓ Followers: 25,622
- ✓ Total reach: 8,696,408



2023

Time To

#GiftBetter



5,979 (+1.5%)



6,226 (+0.6%)



13,706 (+0.6%)



Gift Better: December 2022

- Christmas 2022 reach 610K
- Followers increased across platforms substantially in December with the highest growth over on Instagram, which increased by over 20%
- Our Christmas day (25.12.22) giveaway with M&S saw the highest reach at 51,121
- Boxing day (26.12.22) giveaway with WHSmith at 45,492 and our giveaway on 9.12.22 with John Lewis reaching 42,565

2023

Time To

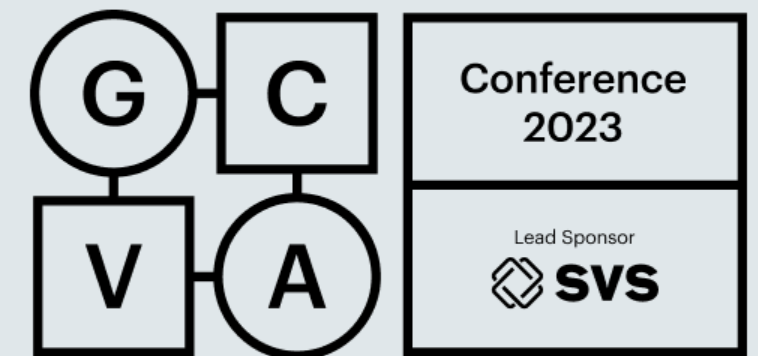
#GiftBetter

GCVA Conference

Standard Rate ends 31 January

1-2

March '23



GCVA Conference 2023



Sponsors:



1st Night Party

Networking

Registration

Delegate Bag

Love Food

Coffee Cart

Keynote Speaker

Exhibitors & Quick X:



Promotions & Partners:



GCVA Hall of Fame Awards

8 Northumberland Avenue
London, WC2N 5BY

Book Now

14 September
2023

 Gift Card
& Voucher
Association



8 Northumberland Avenue
London, WC2N 5BY

Book Now

14 September
2023

Reserve your table now/seat NOW

VIP Table

VIP Table of 12: £4,800 ex VAT
VIP Table of 10: £4,000 ex VAT

Prime position

- 2 x bottles of champagne on arrival
 - Welcome reception with fizz
 - 3 course meal plus half bottle of wine each
 - Awards ceremony and after party
- Table placement first come first serve*

Premium Table

Premium Table of 12: £2,500 ex VAT
Premium Table of 10: £3,000 ex VAT

Standard position

- Welcome reception with fizz
- 3 course meal plus half bottle of wine each
- Awards ceremony and after party
- *Table placement first come first serve*

email awards@gcva.co.uk

8 Northumberland Avenue
London, WC2N 5BY

Book Now

14 September
2023

Sponsorship Opportunities

- Lead Sponsor
- After Party
- Drinks Reception Sponsor
- Category Sponsors

email members@gcva.co.uk

GCVA upcoming events:

Jan 25

New Year
Networking

All Bar One

Picton Place, W1U

Feb 7

Retailer Forum

NB: Retailers only

March 1&2

GCVA
Conference

2023

GCVA events 2023:

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Retailer Forum

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March 1&2

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Conference

2023

18 May

GCVA Connect
Open Forum

14 Sep

GCVA Hall of
Fame Awards

'23

12 Oct

GCVA Connect
Open Forum

Nov 9

Members'
Meeting with
AGM

For sponsorship opportunities please get in touch – members@gcva.co.uk



What's in a name? Gift cards, not just for gifting

Facilitator: Steve Leigh,
Director,
PR Agency One

What's in a name? Gift cards,
not just for gifting

Visibility and
understanding
of Gift Cards

What's in a name? Gift cards, not just for gifting

Question:

Amongst which audiences/stakeholder group do people feel the industry would most benefit from greater awareness and understanding of what gift cards deliver?

What's in a name? Gift cards, not just for gifting

Topic:
Consistency of Communication

What's in a name? Gift cards, not just for gifting

Question:

How important is greater consistency across the gift card market:

1. Consistency of standards (such as a kite mark), features (e.g. ability to spend online)
2. At least consistency of communication eg: product labelling of key information such as

 expiry dates?
Gift Card & Voucher Association

@GCVA_



What's in a name? Gift cards, not just for gifting

Topic: Regulation

What's in a name? Gift cards, not just for gifting

Question:

Do you feel the sector is likely to face greater regulatory oversight and (if so) what form do you feel this is likely to take?

What's in a name? Gift cards, not just for gifting

Topic: What's in a name?

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GCVA



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'Peak, and the results are in..'

chat with Matt

Matt Collinge

ex GCVA board

See you on
January 25th
GCVA Members' Social
All Bar One, Picton Place,
London