

GCVA
Hall of Fame
Awards

Call for Entries
Overview

8 Northumberland Avenue,
London, WC2N 5BY

GCVA Hall of Fame Awards 2024

GCVA Hall of Fame Call for Entries are now LIVE!

Get ready for an unmissable night of celebration and entertainment, designed to recognise you, the GCVA Members, for your outstanding achievements and contributions to the industry. This year, we're delighted to return to the historic 8 Northumberland Avenue to host the Hall of Fame Awards, Drinks Reception, three-course dinner and Awards Party, located in the heart of London.

The ceremony will showcase the creativity and innovation of your products and services. So, it's time to share the achievements you are proudest of, and be in with a chance of winning one of the highly coveted industry GCVA Hall of Fame awards!

Join us for a night of stars, awards, glitz and glam – including that all-important ingredient, friendly competition! This pack includes everything you need to know:

- **2024 Award Categories**
- **Deadlines**
- **Entry Criteria**
- **Judging Process**
- **[Link to Entry Form](#)**

Your need-to-knows:

From Manufacturer of the Year to Rising Star of the Year, there are 12 awards up for grabs. These include 9 categories for you to enter, 1 for you to nominate and 2 coveted GCVA Executive awards.

Award Categories:

1. **Best Industry Innovation**
2. **Best Creative Marketing Campaign**
3. **The Big ESG** SPONSORED BY LIFESTYLE, PART OF MOTIVATES
4. **Best B2B Product or Service**
5. **Best B2C Product or Service**
6. **Team of the Year**
7. **Manufacturer of the Year** SPONSORED BY BHN
8. **Service Provider of the Year**
9. **Retailer/Issuer of the Year**
10. **Rising Star of the Year** MEMBERS' VOTE
11. **GCVA Member Organisation of the Year***
12. **Honoured Industry Contributor***

* Selected and voted for by the GCVA Executive Board

1. Best Industry Innovation

Tell us about your latest innovations, inventions, and inspiring projects. Innovation continues to drive this fast paced and ever developing industry forward. We want to hear about the projects that have created a positive impact, a leap forward in best practice, or have been a game changer for your customers or community. It's time to tell the industry what differentiates your initiatives from the rest, from cleverly utilising new technology to merging gift cards with consumer trends; how is the industry moving forward?

2. Best Creative Marketing Campaign

This award champions out the box, creative, brave, and unique marketing campaigns which demonstrate brilliance. Share a campaign that tells a unique story; creates a solution; engages a new audience or champions an alternative strategy. Has a recent campaign shown increased sales and brand awareness through an original approach? We want to hear how you've made marketing a creative force for change worth shouting about.

3. The Big ESG (environmental, social, & governance excellence) Sponsored by Lifestyle, part of Motivates

ESG: Delivering quality Environmental, Social & Governance practices are an opportunity for companies, organisations, and our wider society. Tell us how your organisation is going above and beyond in the face of these challenges, tackling climate change, supporting human rights or exemplifying quality regulatory compliance. Explain the bold, noble, and admirable strategies you've put in place to conquer these issues between January 2023 and now; particularly illustrating a strong commitment and focus to ESG above all else.

4. Best B2B Product or Service

Once again, the B2B market has taken up the lion's share of growth for the industry, whilst also retaining the majority share of the gift card market. With new B2B players and exciting initiatives this is a hotly contested category. It's time to highlight how your B2B strategy is unique, ambitious, and adhering to best practices. Are you the B2B disruptor overcoming challenges with a B2B gift card solution? It's time to shout about it.

5. Best B2C Product or Service

There's no doubt that GCVA members are exceptional at understanding their customers, so it's time to illustrate how your business has really spotted a gap in the market and made gift cards the solution. In this category we want to hear how you have identified and acted on real consumer needs, from supporting customers experiencing financial difficulties, to inspiring them to take up a new activity within their community. Show us how your consumer gift card or service has made the customer the true focus.

6. Team of the Year

This award is for the outstanding team, or teams, working together to create significant impact and achieve brilliant results. Have you discovered the key to working collaboratively across borders or when overcoming a particular challenge? The key to this category is to show collaborative mechanisms in place to achieve greatness, whilst adhering to best practices in all working relationships. Most notably showing how recognising and utilising diverse skill sets can create a fantastic result.

7. Manufacturer of the Year Sponsored by BHN

Manufacturers are at the forefront of the gift card industry: they are the consumers first engagement with the physical product and at the cutting edge of design, personalisation, and use of sustainable materials. As the physical gatekeepers to the industry, it's imperative that manufacturers stay ahead of the latest innovation and technology. This category asks that entries illustrate how manufacturing fields are integral to the wider gift card industry and in what ways the entrant is carving the way for future best practice.

8. Service Provider of the Year

This award recognises companies that provide services to other organisations in the industry, who have gone above and beyond to drive growth, increase sales and support collaboration and innovation. Show us how you have made a valuable and creative contribution to not only your client's business' but also the wider gift card industry through innovation and best practice. Are you paving the way for a brighter gift card future? We want to hear about it.

9. Retailer/Issuer of the Year

Winning a GCVA Retailer/Issuer award has become the pinnacle for gift card success. This prestigious and coveted award celebrates excellence and innovation in the retailer/issuer eco system and wider gift card industry. This could be through positive consumer experiences, alternative strategies or advances in technology creating state of the art products and services. This category submission should show the resilience within this space and illustrate how gift cards can be the hero and solution.

10. Rising Star of the Year

The Rising Star of the Year award highlights individual excellence within the industry, celebrating future pioneers and leaders demonstrating innovation, creativity, and collaboration. Nominate the 'one to watch', the 'they are going places' sort of person, who has shown up, shown their talent and continues to make a phenomenal contribution to the industry. Nominees must be new to the industry, max 5 years gift card experience.

11. GCVA Member Organisation 2024

***Executive nomination & vote**

This award recognises the organisation with a culture of innovation and progression at the heart of everything they do. Whilst demonstrating their position at the apex of expanding ideas, knowledge, and analysis to drive the entire industry and GCVA community forward. Selected and voted for by the GCVA Executive Board.

12. Honoured Industry Contributor 2024

***Executive nomination & vote**

The Honoured Industry Contributor is the highest accolade at the GCVA Hall of Fame Awards. Celebrating a leading industry voice, tirelessly campaigning to raise awareness of gift cards, and providing solutions to make a real difference. Celebrating a change-maker and pioneer, making a massive contribution to the industry. Get ready for the big reveal! Selected and voted for by the GCVA Executive Board.



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GCVA Hall of Fame Awards 2024

Deadlines

Submit your entries and nominations by Wednesday, 3 July 2024. No extensions will be permitted. Ensure you respond to all entry criteria, and provide sufficient evidence. All submissions must be relevant to the time period covering *January 2023 – present*.

Submissions

Please ensure your entry:

- Includes the name of your company
- Is signed by the authorised member of staff
- Clearly states which category you are entering
- Does not exceed 2,500 words
- Includes: impact, evidence, evaluation, and results. We encourage all submissions to include 1 x multimedia attachment as evidence
- Members may enter more than one category, but must complete individual entry forms to enter

Voting Criteria

- Non-members will not be eligible for awards
GCVA Members can only enter awards featuring non-member initiatives if they can sufficiently demonstrate that they led the project
- A minimum of three individual member entries are required per category for the award to be considered viable, if this is not achieved the category will be forfeited
- There will be no joint winners
- Submissions for categories 1-9 are open to all members
- Category 10, Rising Star of the Year, is to be voted for by members once submissions close. GCVA Members will receive a voting form to cast their vote. Nominees must be new to the industry, max 5 years gift card experience.
- Categories 11 & 12, GCVA Member Organisation of the Year and Honoured Industry Contributor, nominated by the Executive Board ONLY and are not open to member submissions

Judging

- Judging panels will comprise of GCVA members and the Executive team. The chair will be an invited, impartial GCVA member
- Judges cannot comment or vote on their own entries
- Judges will score against the above voting criteria and select an overall winner and runner-up in each category
- The judges will rely solely on the information provided by the award entrant rather than on prior knowledge they may have about the entrant
- All entries will be confidential
- The judges' decision is final, and there will be no opportunity to appeal



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Entry Form

The GCVA Hall of Fame Awards, offers you the members, the opportunity to share and promote your organisation, activity and achievements following the award categories. Please use this for each separate nomination following the criteria in this pack. Please state on each entry which category you are entering and how it meets the criteria.

[Enter Here](#)

Award Categories

1. Best Industry Innovation
2. Best Creative Marketing Campaign
3. The Big ESG SPONSORED BY LIFESTYLE, PART OF MOTIVATES
4. Best B2B Product or Service
5. Best B2C Product or Service
6. Team of the Year
7. Manufacturer of the Year SPONSORED BY BHN
8. Service Provider of the Year
9. Retailer/Issuer of the Year
10. Rising Star of the Year MEMBERS' VOTE
11. GCVA Member Organisation of the Year*
12. Honoured Industry Contributor*

** Selected and voted for by the GCVA Executive Board*



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Sponsorship Opportunities

Celebrating GCVA members' successes, achievements, and innovation. Between January 2023 – current

Thursday, 12 September 2024,
8 Northumberland Avenue, London WC2N 5BY
18:30–01:30

Awards submissions open
Thursday 9 May

Closing date for entries
Wednesday 3 July

Hall of Fame Awards Sponsorship Opportunities

Sponsoring the GCVA Hall of Fame Awards provides unrivalled exposure to key industry attendees, firmly positioning and promoting your company as a market-leader

After Party Sponsor £25,000

Ensure to associate your company with the glamorous & celebratory Awards Party.

Drinks Reception Sponsor £15,000

Welcome the industry on arrival to the biggest night of prestige and glitz for GCVA.

Awards Category Sponsor £5,000

Ensure your company is associated with excellence at the awards.

Email awards@gcva.co.uk now to discover more about the benefits of sponsoring the Hall of Fame Awards 2024.

In Kind Opportunities Award Raffle

We would be grateful for your most spectacular prizes to contribute to the raffle, either in the form of a gift card* or prizes, such as hampers, presents, and donations. *£50 minimum please

Auction

We host an exciting auction during the ceremony to raise money for our chosen charity. Donate an extra special prize for a worthwhile cause.

Book Your Tickets & Tables

All bookings include the Drinks Reception, awards ceremony, 3-course dinner with a half-bottle of wine, entertainment and the Awards Party! Email awards@gcva.co.uk to secure your Gold or Silver Table booking.

**All prices ex vat, categories subject to availability*



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