



The GCVA brings together the Global gift card community for the first ever digital industry world-wide conference

The global gift card and voucher industry is being brought together for the first time at the [Gift Card and Voucher Association \(GCVA\)](#) annual conference in 2021.

For two days, 3 & 4 March 2021, [GCVA Connect Global Conference 2021](#) attendees will be welcomed to a specially created virtual conference world, where they can select sessions and create their very own conference schedule. The immersive platform will connect the gift card community with the same inspiring content, interactivity, cutting-edge talks and, of course, plenty of networking, one to one, roundtable chats, exhibition and sponsorship opportunities, as well as much more!

At the event, delegates will be able to showcase their expertise in a dedicated, virtual exhibitor and sponsor hall. And after a year of cancelled events, and an absence of networking opportunities for many across the industry, organisers have also included a separate networking and 'coffee-stop' space within the event schedule, where delegates can pre-book slots with attendees and share insights and reflections of a year in the industry.

Additionally, there will be 'live' main stage talks with keynote speakers and panels from across the international spectrum, providing content relevant to multiple international markets, as well as focusing on local themes across individual countries and territories. These talks will take place across both days at times that cater for many time zones.

The GCVA annual conference has become the flagship event of the gift card calendar and, with next year's lead sponsor, [SVS](#), the event promises to be the biggest yet. Hosted on virtual event platform [Hubb](#), the conference will open up attendance to the largest global audience, allowing the industry to connect, review a landmark year for the sector and share insights and innovations.

Despite the ongoing complications of the coronavirus pandemic, gift cards' versatility has made them the ideal payment, engagement, and reward method across months of lockdown





worldwide. In the UK alone, digital sales of gift cards and vouchers have risen by almost 50% throughout the year, with marked increases for B2B sales in particular.

Gail Cohen, director general of GCVA said: “Hosting the first-ever global and online gift card conference is an extremely exciting landmark for the industry.

“Despite the challenges for many in the sector over the past year, the gift card and voucher market has continued to thrive, providing much needed solutions to many of the challenges and issues created by lockdown.

“Next year, taking the conference digital, means we can continue to open our doors to global speakers and attendees and increase our reach. Costs for tickets have also been kept low to ensure that the digital event is accessible to as many industry professionals as possible. Businesses can look to send more employees to the event with costs for transport and accommodation no longer required.”

Mark Schatz, President of SVS, lead sponsor of the event, said: “The gift card and voucher sector has proven its resilience in 2020 and the 2021 conference is perfectly timed to bring together that experience and share lessons from around the world.

“We’ll undoubtedly learn from others’ experience which will drive innovation and shape the future direction of the sector. While we have all missed the ability to collaborate face-to-face, online events are now well established and we are delighted to be supporting the GCVA conference on a global scale. SVS is proud to support the industry and the GCVA as lead sponsor of this important event.”

For more information on how to purchase tickets, become a sponsor or exhibitor please visit <http://gcvaconference.com>

*Early bird tickets will be on sale until 8th January 2021

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Notes to Editors

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About the GCVA

The Gift Card & Voucher Association (www.gcva.co.uk) was established as a trade body to represent the key players in what is today a c£6.9 billion gift card and stored value solutions market. With 80 members representing key retailers, issuers and suppliers the GCVA provides an information and reference point for the Gift Card & Voucher industry and is at the forefront of the issues affecting the industry.

Its main objective is to provide a platform and infrastructure for the industry and to raise the profile and use of gift cards and vouchers within the UK, promoting the industry to consumers, businesses, government and other interested parties.

The GCVA is the key industry organisation to share new ideas, innovate and promote best practice with the UK gift card and voucher industry. It runs a programme of events, meetings, research projects and updates throughout the year, including its flagship conference, a key date in the industry calendar. The annual conference, which runs over two days, will take place on a virtual cutting-edge conference platform in 2021. The event is open to a global audience that will bring together all stakeholders in the sector to learn, debate, network and focus on the industry.

