

## **Hall of Fame Awards 2021: Celebrating the success and achievements of the gift card industry**

Following a year of unique challenges, the [Gift Card and Voucher Association \(GCVA\)](#) has announced the return of its annual Hall of Fame Awards. Following last year's virtual Connect 2020 Special Awards, the event is back to celebrate GCVA members' continued success, achievements and innovation, spanning the retail, leisure, incentives and payments sectors.

This year, the awards are to take place on the 16<sup>th</sup> September 2021 at the St. Pancras International Renaissance Hotel, on Euston Road in London, with the night of celebration set to welcome over 150 guests.

The awards come following a strong and united year for the industry, as highlighted in the GCVA biennial '[State of the Nation](#)' report, which has shown an increase in demand for gift cards within the last 12 months. These increased sales and high rates of redemption highlight gift cards role as an effective solution that met a number of important needs during lockdown. [GlobalData](#) forecasts that the gift card market is set to grow a further 24.7% over 2019–25, with the total value of the market hitting £8.71bn by 2025.

With 10 unique categories, including the new award for 'Best Customer Experience', the event is designed to showcase and celebrate the best and most innovative nominees that the sector has to offer. The ceremony will also announce the winner of the 'Honoured Industry Contributor' award, which is voted for by GCVA members to place a spotlight on the most outstanding member within the industry.

GCVA Members will have the chance to be celebrated and honoured by their industry colleagues and any organisation that becomes a member ahead of the 6 August deadline, may submit an entry. Each category will be judged by a panel of industry experts.

Gail Cohen, Director General of the GCVA, commented: "We are really looking forward to bringing the whole industry together for the first time in 18 months to celebrate a year of excellence and success. This year we have shown that collaboration is the best way to



achieve mutual victories and the annual Hall of Fame Awards provides a fantastic opportunity to shine a spotlight on the amazing achievements of the industry.

“Furthermore it is a great opportunity for the industry to profile the great work they have been doing, including their adaptability against the unprecedented challenges of 2020 and 2021.”

Ian O'Doherty, Chief Executive Officer, at Appreciate Group said: “We're delighted to be sponsoring the 2021 Hall of Fame Awards and look forward to celebrating the great work the industry has been doing to support consumers and businesses over the last year.

“It's a fantastic opportunity to showcase innovation and best practice in the sector, and we're certain there will be plenty of great nominations.”

For more information about becoming a member of the GCVA, visit <https://www.gcva.co.uk/>

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## **Notes to Editors**

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## **About the GCVA**

The Gift Card & Voucher Association ([www.gcva.co.uk](http://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 90 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,



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meetings, research projects and updates throughout the year, including its flagship conference, a key date in the industry calendar. The conference, which runs over two days, brings together all stakeholders in the sector to learn, debate, network and focus on the industry.

**Full list of 2021 categories:**

1. Most Innovative Initiative
2. Best Creative Marketing Campaign
3. The Big ESG award (environmental, social, governance)
4. Best B2B Product or Service
5. Best B2C Product or Service
6. Industry Team of the Year
7. Industry Service Provider of the Year
8. Industry Retailer/Issuer of the Year
9. Best Customer Experience \* new for 2021
10. Honoured Industry Contributor 2021- members vote