



PRESS RELEASE

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Flagship gift card conference to celebrate thriving industry

The [UK Gift Card & Voucher Association \(UKGCVA\)](#) has announced the details of its 2020 conference, focused around how the gift card industry can build on its continued growth and continue to deliver for consumers and business.

The conference, which attracts over 400 gift card industry experts from across the UK, Europe and worldwide, will be held at Leonardo Royal Hotel London Tower Bridge on 4th and 5th March 2020. The two-day event will provide the most up-to-date industry information as well as hot topics, updates, insights, views and expertise.

Day one will focus on key industry topics such as market trends, legislative developments and wellness in the workplace. Day two will cover the future of the industry, the global issue of sustainability, and see the UKGCVA exclusively unveil its first “Valuing the Industry” report and white-paper, presented by GlobalData.

Stored Value Solutions (SVS) returns as the lead sponsor for the conference, with leading sector figures such as BlackHawk Network, Fi-Serve, Incomm and LastMinute.com also sponsoring the event.

As the gift card market continues to prosper, having grown by 7.2% year-on-year according to the latest [data](#) from the UKGCVA and KPMG UK, the conference will bring the sector together to explore ways to continue this momentum. It will also showcase the best industry innovations and explore both evolving marketing strategies and consumer needs.

Attendees will be able to hear from sector thought leaders such as notable futurist, author, and speaker James Wallman, head of retail at KPMG Paul Martin, and co-founder of A Plastic Planet Siân Sutherland during the event.

Gail Cohen, director general of the UKGCVA, commented: “The UKGCVA conference, like the wider gift card and voucher industry, continues to get bigger and better every year, and it’s fantastic to see the sector continue to go from strength to strength within the UK and wider global audiences. We look forward to exploring the reasons behind this in-depth at the



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event, while looking to the future and exploring vital industry hot topics such as legislation, tax and Brexit, as well as global issues such as sustainability and wellness in the workplace.

“Gift cards hold a multitude of benefits for retailers, corporate businesses and consumers alike, and are an invaluable tool for engaging, retaining and rewarding both customers and loyal employees. The onus is on us to continue to actively promote these benefits, ensuring the continued growth of both the gift card and voucher market and those we service in the years to come.”

Sarah Poynter, vice president of account services, Northern Europe at SVS, said:

“Since its inception the UKGCVA conference has rapidly become the go-to event for the gift card and voucher industry.

“This year’s conference is shaping up to be the biggest yet and, with its focus on key areas such as sustainability and future of the high street, also looks set to be the most exciting to date. Having supported the conference for years, it is an absolute privilege for us to be on board with the event once again.”

For more information about how to purchase tickets, please visit:

<https://www.eventbrite.co.uk/e/ukgcva-conference-2020-tickets-69169581079>

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About UKGCVA

The UK Gift Card & Voucher Association (www.ukgcva.co.uk), set to be rebranded as the Gift Card & Voucher Association (GCVA) at its 2020 conference, was established as a trade body to represent the key players in what is today a c£6 billion gift card and stored value solutions market. With 90 members representing key retailers, issuers and suppliers the



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UKGCVA 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 UKGCVA 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 conference, which runs over two days, brings together all stakeholders in the sector to learn, debate, network and focus on the industry.