

Gift Card & Voucher Association

Sponsored by



In this Newsletter:

- **GCVA Conference 2023:** ONLY 40 TICKETS LEFT!
Agenda & speakers announced. [Book Now](#)
- **January Consumer Data:** Report out now
- **KPMG 2022 H2 Data:** Overview out now
- **Hall of Fame Awards 2023:** Reserve your tables and seats
- **Gift Yourself:** PR Campaign
- **#GiftBetter:** Book now for Valentine's, Mother's Day & Easter promotions
- **Executive election:** Meet the winners!
- **GoGift Newsletter sponsor featured content:** Climate neutral ops
- **Surveys:** State of the Nation and the GCVA White Paper - **please complete**

GCVA Newswire



Members highlights - send us your company news, personal updates and anything else you'd like us to share in the next newsletter.

Happy February and welcome to your January (bit late) GCVA newsletter and the first of 2023.

I do hope the year has started of well with you all and you are all looking forward to conference – only 3 weeks away.

Great to see you at the GCVA Connect Open Forum and in-person at the January Social – always good to catch up at the beginning of the year.

We had a good recap of Peak and the potential of gift cards at the Open Forum. Fascinating polls, opinions and predictions for '23. Catch up online if you missed it.

We'll be digging into these topics and so much more at the conference and over the coming months so do let us know your thoughts and what topics you'd like to see discussed in 2023.

Conference is almost 'cooked' - it really is going to be phenomenal this year. Two days: 75 speakers. 400+ people. Fabulous venue. Great content. Thank you to the fantastic GCVA team and all sponsors, exhibitors, partners and speakers.

The networking portal is now live and over 400 connections have already been made.

Rest assured, we will never sell your data or the conference attendee list! If you receive any emails suggesting otherwise – please delete them immediately.

Welcome to our final sponsors and exhibitors, confirmed below. All sponsorship and exhibition space is now sold. Still a few promotional opportunities available.

Surveys: Two surveys are on their way to you.

1. State of the Nation '23 *from Global Data*
2. 'What's in a Name? Gift Cards More Than Just Gifting' *directly from the GCVA*. Please complete them – we need your input for the white papers.

And if that isn't enough – The Hall of Fame 2023 is open for bookings.

14 September, at the fabulous 8 Northumberland Avenue. Welcome to lead sponsor Blackhawk Network and the first two category sponsors: Lastminute.com and Motivates. Reserve your tables and places now - email members@gcva.co.uk.

Huge welcome to Stephanie McNeill and Warren Humphries to the GCVA executive, great to have you both on board – spotlight Q&A coming soon.

PS, Delighted to be the first guest on Tillo's 'Wild Cards' new business podcast. I was amazed how deep we dug. Thank you Alex Preece and the Tillo team. You can [listen to it here](#).

Have a great week.

Best wishes



Gail Cohen | Director General

GCVA Events

GCVA Conference '23





GCVA January Social

Key dates for your diary - book now.

March 1-2: GCVA Global Conference '23 - [Book now](#)
London Hilton Bankside SE1

May 18: GCVA Connect May Open Forum - [Book now](#)
Timings: 12:30-14:00
Venue: Online

June Summer Party - date tbc

July 20: GCVA Connect Webinar - [Book now](#)
Timings: 12:30-14:00

September 14: GCVA Hall of Fame Awards 2023
Timings: 18:30-00:30
Venue: 8 Northumberland, London WC2N 5BY

October 12: GCVA Connect Open Forum - [Book now](#)
Timings: 12:30-14:00
Venue: Online

November 9: GCVA Members' meeting with AGM & Party

New dates get added all the time. Visit the website to [catch up on all past events](#).

3 weeks until the Gift Card industry event of the year. [BOOK NOW](#). Only 40 tickets left!

- 75 speakers | 400 delegates
- [Conference agenda here](#) (subject to change)
- Networking Portal now live - get ready, connect, plan your meetings
- GCVA Conference - Virtual tickets now on sale

Confirmed for 2023:

Sponsors:

[SVS](#): Lead

[Fiserv](#): 1st Night Party

[BitCard](#): Networking

[Merit Incentives](#): Registration

[Blackhawk Network](#): Dot.Tech

[YouGotAGift](#): Delegate Bag

[Savvy](#): Love Food

[Appreciate Group](#): Research

[Tillo](#): Research

[lastminute.com](#): Keynote Speaker

[WeGift](#): GCVA 101

[Jigsaw Business Solutions](#): Coffee Cart

[TDS Gift Cards](#): Promotions

Exhibitors:

Gold:

[SVS](#)

[Diggecard](#)

[InComm Payments](#)

Silver:

[ePay Worldwide](#)

Bronze:

[Burgopak](#)

[Giftomatic B.V](#)

[Thames Technology](#)

Hall of Fame Awards



Hall of Fame Awards '23 - the hottest industry ticket of the year!

Delighted to announce Blackhawk Network as lead sponsor for the second year.

Category sponsors: [lastminute.com](https://www.lastminute.com) and [Motivates](https://www.motivates.com).

14 September

18:30-01:30

8 Northumberland Avenue, London, WC2N 5BY

Evening dress (black tie optional)

For one night only, the gift card world comes together to celebrate success, recognise & reward excellence and extraordinary people.

Evening includes drinks reception, a three-course dinner followed by the after party.

[Reserve tables and tickets](#)

Fabulous Sponsorship opportunities available!

[Virgin Experience Days](#)

[Tag Systems UK](#)

[Incodia](#)

[YOUGotaGift](#)

Quick X:

[Green Gift Cards](#)

[lastminute.com](https://www.lastminute.com)

[Sodexo](#)

[Ncentiva](#)

In-kind:

[Voucher Express](#)

[lastminute.com](https://www.lastminute.com)

[Inspire](#)

Partners



[BIRA](#) | [BVCNL](#) | [IGCC](#) | [IMA Europe](#) |
[PVD](#) | [PIF](#) | [RGCA](#) | [The Gift Club](#) |
[WiiN](#)

Promote your products and business. Few promo opportunities available. Exhibition now sold out.

GCVA January Consumer Data

KPMG '22 H2 Data



2022 H2 - topline data has now been sent to all members.

The full report will be out mid-February and presented at conference.

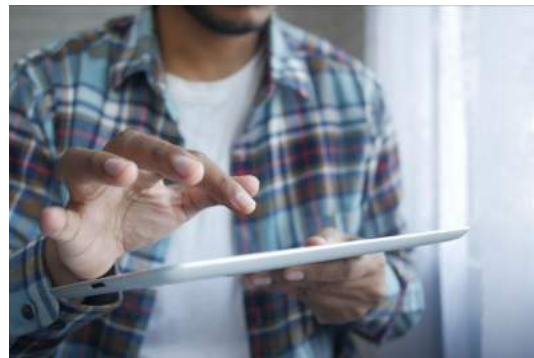
GoGift Newsletter Sponsors Content



GoGift is working on becoming climate neutral in their operations

The reality: We influence climate change, directly or indirectly, from greenhouse gas (GHG) emissions from our offices to indirect emissions, like the electricity and heat we purchase, and downstream business activities like transportation and distribution.

In the time you spend at the office, the average employee is assumed to contribute to [3.6 tonnes of CO2eq annually in Europe](#). This can make anyone feel on edge.



[GCVA January Consumer Data Report](#) delivered by *Global Data* is out now

Key trends to note:

- UK retail spend forecast to reach £361bn in '22
- In December, 54.2% of UK consumers bought physical gifts, gift cards or made self-use gift card purchases
- The proportion of consumers purchasing both physical gifts, and gift cards for somebody else, increased since November
- Self-use gifting fell slightly as financially under pressure shoppers looked to prioritise spending on others
- Shoppers continue to re-embrace the in-store purchasing experience

GiftBetter Campaigns

[Join GoGift on their journey towards sustainability.](#)

What actions are you taking to become climate neutral?

GCVA News & PR



GCVA 'Gift Yourself' PR campaign - following peak season, GCVA estimates that UK adults will spend as much as **£122m from gift cards** in January to combat seasonal blues and boost the economy.

Huge potential for businesses to increase post-Xmas sales and demonstrate the value of gift cards - here's how to do it.

Press releases:

[Gift card provide January boost for business](#)

[Brits urged to spend gift cards to help beat the January Blues – and boost their local economy](#)

[Millions of Brits Risk Overspending On Last-minute Gifts](#)

[Consumer Guide: Top 10 Tips For Using A Gift Card](#)

Press coverage:

[January](#)

[December](#)



#GiftBetter - Boost Your Gift Card Programmes Across Facebook, Twitter And Instagram.

Some amazing stats in the latest report. Engagement rates are rocketing!

- Xmas total reach 610K
- Followers increased across all platforms - highest growth on Instagram at over 20%
- Xmas Day giveaway with M&S saw the highest reach at 51K
- Closely followed by Boxing Day with WHSmith - 45K and John Lewis - 42K
- Total reach to date: 8.7m

[December Gift Better Report](#)

[BOOK NOW](#) for Valentine's, Mother's Day and Easter promotions.

Get your own branded posts using #Giftbetter as a marketing channel (subject to availability and GCVA campaigns) for just £250 per post across all channels (£100 per channel) ex-VAT.

GCVA Job Board

GCVA Election



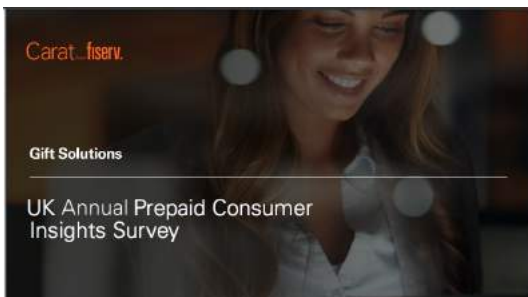
Executive Election - welcome to:

- [Stephanie MacNeill](#), Senior Commercial Manager, Tesco (B2C/B2B) & 3rd Party Gift Cards, Tesco Bank
- [Warren Humphries](#), Head of Gift Cards and B2B, M&S

Both successfully voted on to the GCVA Executive board.

As always, a close run and thank you to all our outstanding candidates.

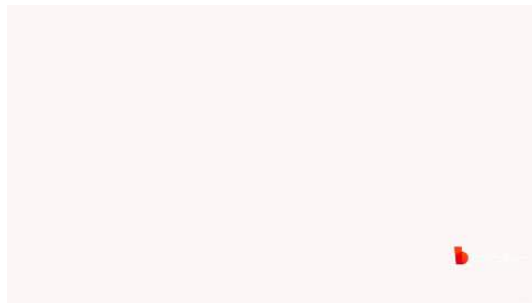
Members News



The Fiserv survey polled UK consumers to explore the impact of inflation as consumers use gift cards to stretch spending, communicate value to employees, and even support corporate social initiatives.

[Fiserv Gift Solutions: UK Annual Prepaid Consumer Insights Survey](#)

[Fiserv UK Annual Prepaid Consumer](#)



Find new career opportunities by browsing our [featured posts](#), and post your own advert for free!

Email members@gcva.co.uk with your open roles and we'll add them to the website and newsletter.

BRC-KPMG Retail Sales Monitor



Retail Sales Monitor: Christmas cheer gives way to January sales - [view the full report](#) and [analysis](#).

"With inflation running at around 10%, sales growth for January nearly halved in comparison to December to just over 4% - sending a clear signal that consumers have started the year with a tight rein on spending as they face another period of rising costs." - Paul Martin, UK Head of Retail, KPMG.

[Going Shopping to Always Shopping - How Consumer Behaviour is Shaping Retail \(Meta\)](#)

GCVA Team

[Insights Survey Sheds Light on Gift Card Trends](#) (blog by Tom Niedbalski, VP Fiserv Gift Solutions)

[Savvy: Gift Cards in 2023 - What's in store for the future?](#)

[Blackhawk Network: 23 Gift Card programme best practices for your best 2023](#) (ebook)

[Boots UK Gift Cards have gone digital](#)

[Toggle: How to boost your gift card sales 43%](#)

[Tillo's new business podcast: Wild Cards - episode #1 with Gail Cohen](#)

GCVA staff:

Gail Cohen | Director General

Natasha Keene | Operations Director

Allyson Kolan | Operations Manager

Victoria Evans | Events & Sponsorship Manager

GCVA freelance:

Nika Talbot | Copywriter | Newsletters

Francesca Foschini | GiftBetter

Book your place for Conference! Only 40 tickets left!



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