

European Financial Integrity Summit

15 May 2025, Van de Velk Hotel, Amsterdam



- 8:45 **Event Registration Open & Networking**
- 9:30 **Welcome from GCVV & BVCNL**
Speakers: Dr Hannah Shimko, Managing Director, GCVV & Wendy Trienen, BVCNL Chair
- 9:40 **Setting the Scene**
Why are we discussing risk, fraud-mitigation and financial integrity?
Speakers: Dr Hannah Shimko, Managing Director, GCVV & Wendy Trienen, BVCNL Chair
- 9:55 **What's Happening as We Speak: Case Studies**
Examples of fraud and risk across the sector, from the shopfloor to the B2B platform.
Speakers: Shelly Roberts, Commercial Manager Gift Card Malls Sainsbury's; Therese van Vliet, Risk & Compliance Officer, VVV; André Moen, Owner, Intersolve; Bodo Mauss, Senior Director, BHN
- 10:35 **Don't Panic! Working Together on Media Strategy**
GCVV's PR expert Steve Leigh shares how to handle media inquiries, shift negative stories to positive, and the power of collaboration with peers and trade associations to shape the narrative.
Speaker: Steve Leigh, Managing Director, PRAgencyOne
- 10:45 **Morning break & Networking**
- 11:20 **Interpersonal Fraud: The Illusion & Reality**
Join Dr. Elisabeth Carter as she explores the linguistic tactics behind real-life interpersonal fraud. Learn how language is used to build trust, mask red flags, and manipulate victims. This session will uncover common fraud methods—including the use of gift cards, hybrid scams, and contextual deception—and offer insights into how we can improve fraud prevention and public protection.
Speaker: Dr Elisabeth Carter, Kingston University
- 12:05 **Looming Regulation: Learning from Abroad, Preparing for Change**
Recent U.S. legislation has had unintended consequences for the gift card sector and consumers. This session brings together legal experts to explore what went wrong, the impact, and how Europe can avoid similar pitfalls. Learn how early action, global collaboration, and coordinated advocacy can help shape smarter, more effective regulation.
Speaker: Cara Renfroe, SVP, Global Operations & Transformation, BHN & Rob Hadden, InComm Payments
- 12:35 **Lunch & Networking**
- 13:50 **US Law Enforcement Briefing: Fraud Cases & Investigations**
Join Homeland Security's Dariush Vollenweider and Adam Parks for a virtual update on recent fraud cases, ongoing investigations, and key developments in the U.S. enforcement landscape.
Speakers: Dariush Vollenweider, Supervisory Special Agent and Adam Parks, Assistant Special Agent in Charge, US Homeland Security Investigations

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Gift Card
& Voucher
Association



BrancheVereniging
Codeukaarten Nederland

14:35 **Gift Card Fraud: Spot It, Share It, Stop It: Law Enforcement, Information Sharing and Victim Support across Europe**

In this session, experts from law enforcement and victim support services in the UK and Netherlands come together to share how collaboration is making a real difference. We'll hear about how police and businesses are working together to fight back against evolving gift card scams, why information sharing is the key to success, and why victim support is essential to understanding and preventing fraud.

Speakers: Paul Maskall, Strategic Fraud Prevention and Behavioural Lead, UK Finance & City of London Police; Stephen Grey, National Business Crime Solutions; Henriëtte Bongers, Directeur Bestuurder, Fraud Helpdesk

15:15 **Afternoon break & Networking**

15:55 **Icebreaker: Break the Pack with our Manufacturers**

Presenters: Dr Hannah Shimko, Managing Director, GCVA & Wendy Trienen, BVCNL Chair

16:15 **Fraud Prevention Solutions Showcase**

Explore practical innovations from across the gift card industry addressing the morning's risk discussions. From manufacturing advances to technological safeguards and staff training strategies, discover real solutions to evolving fraud threats.

Presentations:

- Paul Gerrard, Certus Card Group
- Jeroen Hubert, VP eCommerce, BHN
- Jup Wijnen - Information Security Officer (ISO), Lekkerland
- Rens Grim, Global Anti-Scam Alliance
- Sjoerd Groot, Chief Growth Officer, Alpha Comm
- André Moen, Owner, Intersolve
- Rob Hadden, SVP of Fraud Ops, InComm Payments

17:25 **Best Practice Update: European Guideline**

Join BVCNL, GCVA and PVD for the relaunch of the European Guidelines for Financial Integrity and Fraud Prevention, now enhanced with recent insights and Summit learnings.

Speakers: Dr Hannah Shimko, Managing Director, GCVA & Wendy Trienen, BVCNL Chair & Bodo Mauss, PVD

17:35 **Conference Close & Final Words**

17:45 **Drinks Reception & Networking**

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19:30 **Close**