



GCVA Conference '23 Agenda NOW LIVE!

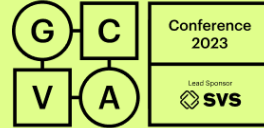
Excited as we are? Only two days to go until the GCVA Conference.

Smoking hot off the press! We are delighted to share this year's finely-tuned agenda. Here is everything you need to know to plan your days at GCVA Conference 2023.

In-person tickets are now sold out and the waitlist is closed. If you haven't booked your ticket yet, don't worry. **Virtual Tickets are available.** [Book now](#) and stay connected, wherever you are!

Who is speaking at GCVA Conference '23?

Day 1 Agenda Conference '23



8:30 Registration

9:30 Main Stage: Welcome from the GCVA

Gail Cohen, Director General, GCVA
Adam Hobbs, Managing Director, Motivates & GCVA Executive Co-Chair
Siobhan Moore, Partner, Keystone Law & GCVA Executive Co-Chair

9:50 Main Stage: A Word from SVS — Lead Sponsor

Malc Berg, VP Business and Account Development, Stored Value Solutions (SVS)

10:00 Main Stage: An Overview of the Retail Environment UK

Amanda Myatt, Partner, Transaction Services, KPMG UK

10:30 Main Stage: Gift Card Industry '22 KPMG
— GCVA Data Insight

Alastair Cowen, Data Analytics Manager, KPMG

11:00 Break

12:00 Main Stage: The Cost of the 'Cost-of-Living Crisis'
How it has impacted the industry – for better or worse!

Chair: Adam Hobbs, Managing Director, Motivates

Panel: Jinesh Vohra, CEO, Sprive

Peter Dabrowa, CEO, Wonde

Annabel Le May, Senior Commercial Lead, Gift Cards and Concessions,

John Lewis Partnership

Deji Damola, Director, EMEA Business Development, Fiserv Gift Solutions

12:15 GCVA 101: The Gift Card Ecosystem

40 Mins

Everything you've always wanted to know about gift cards but were afraid to ask! Supported by a video featuring industry experts. Kim will take attendees on a gift card tour

Presented by: Kim Dinan, Head of Gift Cards, LEGO Retail

12:40 Main Stage: SVS International Market Overview

Jenny Parris, Chief Revenue Officer, Stored Value Solutions (SVS)

13:00 Lunch

14:15 Main Stage: Charity Spot: The Trussell Trust,
supporting food banks throughout the UK

40 Mins

Win a [lastminute.com](https://www.lastminute.com) Tour de France experience

14:15 GCVA 101: The Changing Landscape of Digital Value

Multi-panels of digital trends and opportunities

Making sense of digital, virtual, and cryptocurrencies

Chair: Aron Alexander, Founder & CEO, WeGift

Panel: Ben Rabb, COO, USA Division, BitCard

Paul Swinton, co-CEO & Co-Founder, B4B Payments

Miranda Graesser, Head of Gift Cards & Sainsbury's Energy, Sainsbury's Group

14:30

Main Stage: Keynote Speaker: Em Stroud

Laugh, Think, Play More...for Life and Business Success

Don't miss this empowering session with Em – actor, speaker, presenter, clown. Every audience member will go away with ideas on how they can shift their perspective on showing up in their life and work

15:15

Break

16:00

30 Mins

Main Stage: Sector Update: Top of the Gift Card Pops

What's Hot? What's Not! Join this interactive session and you decide

Presenters: Heather Rogers, Senior Director, eCommerce, Blackhawk Network;
Malc Berg, VP Business and Account Development, Stored Value Solutions (SVS)

16:00

GCVVA 101: B Corp

**What's it all about? And how can it help your business?
A B Corp expert will provide first-hand experience of
achieving B Corp certification**

Speaker: Bill Alexander, Chairman, Motivates

16:20

Main Stage: The Continual Rise of B2B in the Gift Card Industry, and Value it Delivers in partnership with IMA Europe

This European panel will focus on the exponential growth of B2B, and how to sustain it

Chair: Andrew Johnson, CEO, Retail & Corporate, Diggecard

Panel: Hollis Thornton, Vice President, Client Success, TOTUS

Stoytcho Vlaykov, Managing Director, Cashwave

Stephanie MacNeill, Senior Commercial Manager, Tesco Bank & 3rd Party Gift Cards

Husain Makiya, CEO, YOUGotaGift

16:30

40 Mins

GCVVA 101: Around the World in 30 Minutes

What's new, what's in, what's out – what is shaking the territories all about?

Chair: Todd Tomlin, Chief Operating Officer and Co-Founder, Ncentiva

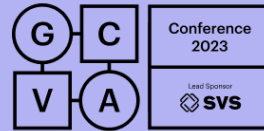
Panel: Julie Barbier-Leblan, Founder & CEO, Merit Incentives

Keith Brand, Co-Founder TOTUS Gift Card Management and Co-Founder

TheGiftCardCentre.co.uk

Heather Rogers, Senior Director, eCommerce, Blackhawk Network

Day 2 Agenda Conference '23



8:30 **Registration**

10:00 **Main Stage: Musings on the Retail Sector
– Customers, Key Opportunities & Challenges**

Speaker: Don Williams, Partner - Retail Sector, KPMG

10:25 **Main Stage: State of the Nation 2023**

Launch and highlights of the annual GCVA Consumer White Paper

Speaker: Joseph Robinson, Director of Consulting, GlobalData

10:45 **GCVA 101: Psychology of Gifting**

30 Mins

Gift-giving activates regions of the brain associated with pleasure, social connection, and trust. Join this interactive session to explore the need to tap into why people really give. And how tapping into these emotional factors increases spending, feelings of success and enhanced wellness

Speaker: Lisa Lloyd, Psychologist and Psychotherapist, Founder, It's Time for Change

10:45 **Main Stage: What's in a Name...
Gift Cards, More Than Just a Gift**

Launch of the GCVA industry White Paper. Gift cards in 2023 are highly likely not to be a gift, or even a card, so how is the industry changing and does this effect everything we do?

Chair: Steve Leigh, Director, PR Agency One

Panel: Alex Preece, CEO & Co-Founder, Tillo
Miranda Graesser, Head of Gift Cards and Sainsbury's Energy, Sainsbury's Group
Eoin Whyte, Chief Revenue Officer & Co-Founder, Savvy
Dan Brookman, CEO, Toggle & Airship
Lucio Marazzi, European Partnership Director, lastminute.com

11:30 **Break**

12:10 **Main Stage: The Skills Challenge**

How has the skills market changed? What are the opportunities and challenges? Do we have the right workforce?

Speaker: Eoghan Thompson, Director of Skills & Learning, KPMG

12:15 **GCVA 101: Legal & Legislation**

30 Mins

Industry legal legend Siobhan Moore makes sure you are across all the latest information

Speaker: Siobhan Moore, Partner, Keystone Law & GCVA Executive Co-Chair

12:30 **Main Stage: Role of Gift Cards in
Attracting and Retaining the Best People**

Gift cards play such a key role in the reward and retention space, but what more can we do? And how are we adopting the same philosophy for our people?

Chair: Briony Robertson, VP of People, Tillo

Panel: Molly Pemberton, Group Director of Retail, Reward Gateway
Chris Ronald, VP EMEA Incentives & Operations, Blackhawk Network
Kathy Heath, CEO, Healthy Minds Club
Eoghan Thompson, Director of Skills & Learning, KPMG

13:15

Lunch

14:15

Main Stage: Charity Spot: The Trussell Trust, supporting food banks throughout the UK

Win an **Inspire Europe Ltd** getaway to Mallory Court Country House Hotel & Spa

14:30

Main Stage: Commerce in the Metaverse – Preparing for a New Reality

Aron and guests discuss 'Metaverse Moments; and D2A (direct-to-Avatar) commerce. Is your brand ready?

Chair: Aron Alexander, Founder & CEO, WeGift

Panel: Nick Rosa, Metaverse Strategy Lead Europe & Growth Market, Accenture
Noelle Reno, Global Marketing Director, SmartMedia Tech
Ashumi S, CEO & Founder, MAD Global

15:00

Main Stage: Growing and Sustaining the B2C Ecosystem...

It's official – customers love gift cards, physical and digital. So, what more can we do to grow this profitable channel?

Chair: Glenn Sizer, Head of Prepaid & Subscription, Currys

Panel: Dan Miller, Commercial Operations Manager, M&S B2C Gift Cards
Rob Coulstock, Commercial Development Director EMEA, InComm Payments
James Malia, Managing Director UK & Ireland, Prezzy
Katie Wilkinson, Managing Director, Jigsaw Business Solutions

15:45

Main Stage: GCVA Executive Round Up

Top takeaways and predictions for the future with the GCVA board

16:15

Main Stage Close

16:15

Afternoon Tea & Final Networking

17:00

GCVA Conference Close

Livestreaming - your ticket comes with access to GCVA Livestream '23, so you can enjoy the conference wherever you are, whenever you like! Catch up on-demand and take part in the polls. Look out for a welcome email on 1 March with your link. [Livestream book now](#)

Networking Card Exchange - get to know the global gift card community. Over 2800 requests and 1816 connected already! Once you've registered, you'll receive an email enabling you to connect with registered attendees.

1st-Night Party

Venue: [The Refinery Bar](#), 110 Southwark Street, London SE1 9AN

Timings: 1 March, 18:30-midnight

Cocktail o'clock in an iconic building, a 5-min walk from the conference venue.

GCVA 101 live sessions - new to the industry? Catch up on all the latest updates. Inspiration guaranteed. Also on-demand, post-event.

Exhibitors - visit the Exhibition and Quick X areas to get all the latest news & meet all the [exhibitors](#).

GCVA Charity Spot - the GCVA for '23 is committed to supporting the Trussell Trust because being fed is a basic human right.

[Give Now](#) via our charity page or scan the QR code to be in with a chance to WIN a lastminute.com Tour de France experience or an Inspire Europe Ltd getaway to Mallory Court Country House Hotel & Spa.

Our fundraising target for conference is £5K. Let's come together as an industry and make change happen.



Huge thanks to all our amazing sponsors, exhibitors & partners. Remember to stop by and say hi!

Follow **#GCVACon23** on [Twitter](#) and [LinkedIn](#) for the latest updates and visit the [conference website](#) for all information. Full joining instructions [here](#).

The countdown is on. We can't wait to see you.

GCVA Conference Team



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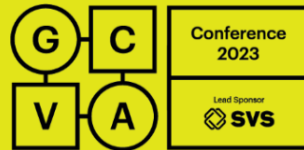
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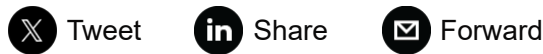
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