



GCVA Hall of Fame Awards 2025

Information Pack

GCVA Hall of Fame Call for Entries are now *live!*

Get ready for an unmissable night of celebration and entertainment, designed to recognise the outstanding contributions and achievements of the international gift card sector. We are delighted to return to the historic 8 Northumberland Avenue to host the Hall of Fame Awards, Drinks Reception, three-course dinner and Awards Party, located in the heart of London.

The ceremony will showcase the creativity and innovation of your products and services. We want to showcase the achievements you are proudest of, make sure you have the chance of winning a highly coveted industry GCVA Hall of Fame awards!

Join us for a night of stars, awards, glitz and glam – including that all-important ingredient, friendly competition! This pack includes everything you need to know.

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Best Industry Innovation

We're looking for the game changers — the breakthroughs, bold ideas, and inspiring projects that are shaping the future of our industry. Whether it's a cutting-edge product, a clever use of emerging technology, or a fresh take on customer experience, innovation is the engine driving our sector forward.

Tell us how your latest initiative has made a real difference — for your business, your customers, or the wider community.

Did it redefine best practice? Address a long-standing challenge? Unlock new possibilities for gift card use? We want to know what sets your innovation apart, and how it's helping the industry evolve — whether through trendsetting features, powerful partnerships, or next-level user experiences.

This is your chance to show the sector how you're not just keeping up, but leading the way forward for gift cards.

Best Creative Marketing Campaign

This award celebrates bold, original, and imaginative marketing that truly stands out. We're looking for campaigns that break the mould — whether through striking storytelling, clever strategy, or unexpected creativity.

Tell us about a campaign that delivered more than just results. Did it solve a challenge, spark conversation, reach a new audience, or shift perceptions? Has your creative approach driven increased sales, boosted brand awareness, or made waves in the gift card market?

We want to hear how your marketing became more than promotion — how it became a creative force for change.

Best B2B Product or Service

The B2B space continues to be the driving force behind industry growth — commanding the largest share of the gift card market and showing no signs of slowing down. This category celebrates the standout products, services, and strategies that are pushing boundaries in the B2B world.

We're looking for bold initiatives that showcase ambition, innovation, and impact. Have you launched a solution that solves real business challenges? Developed a platform that transforms the way partners engage with gift cards? Or introduced a disruptive strategy that sets a new benchmark for best practice or innovation in the B2B space?

This is your chance to spotlight what makes your B2B approach exceptional — and how it's shaping the future of the gift card market.

Best B2C Product or Service

This award recognises the products and services that truly put the customer first. The gift card sector is known for its deep understanding of consumer behaviour — now's your chance to show how you've turned that insight into action.

Have you identified a genuine gap in the market? Met an emerging need? Supported consumers through financial challenges, or encouraged them to try something new via gift cards? Whether it's about convenience, connection, or community, we want to hear how your B2C gift card offering made a real difference in people's lives.

Show us how your solution not only delivered results, but made the customer the heart of the story.

Categories

Team of the Year

This award celebrates the exceptional teams, whether that's internal, or external teams coming together whose collaboration, commitment, and creativity have driven meaningful impact and outstanding results. Whether overcoming a challenge, launching a major initiative, or working seamlessly across departments or borders — this is your moment to show what teamwork can achieve.

We want to hear how your team brought together diverse skills, perspectives, and strengths to deliver something truly brilliant. How did you foster collaboration? What practices helped you succeed? And how did working together lead to better outcomes for your customers, partners, or business?

Show us how your team turned great teamwork into an exceptional achievement.

Best Innovation in Gift Card Manufacturing

This award recognises the pioneers in physical gift card production — the manufacturers and partners who are rethinking what's possible through design, materials, processes, and sustainability.

Have you introduced new eco-friendly materials or more efficient production methods? Delivered a breakthrough in print, packaging, or personalisation? Or perhaps you've revolutionised how cards are produced, distributed, accessed or recycled?

We're looking for manufacturing innovation that goes beyond the expected — driving quality, creativity, and responsibility in equal measure. Tell us how your work is setting new standards in the physical side of the gift card experience.

Retailer/Issuer of the Year

This prestigious award honours outstanding achievement in the retailer and issuer community — celebrating those who have raised the bar across the gift card industry. Whether through standout customer experiences, strategic innovation, or cutting-edge technology, this is your chance to showcase what makes your approach exceptional.

We're looking for businesses that demonstrate creativity, resilience, and impact — those that have positioned gift cards not just as a product, but as a powerful solution. From unlocking new revenue streams to deepening customer loyalty, tell us how you've led the way and helped shape the future of gifting.

Winning this award marks true excellence — show us why your business deserves the spotlight.

Service Provider of the Year

This award celebrates the behind-the-scenes champions — the partners and providers who enable others to thrive. Whether through technology, logistics, consultancy, or creative services, we want to recognise those who go above and beyond to support growth, collaboration, and innovation across the gift card industry.

Tell us how your work has delivered real value to your clients and helped shape the broader market. Have you introduced smarter solutions, driven efficiencies, or brought fresh thinking to longstanding challenges? We're looking for service providers who set the standard for excellence and pave the way for a stronger, more connected industry.

If you're helping others shine — it's your time to step into the spotlight.

Categories

Rising Star of the Year

This award shines a spotlight on the standout individuals who are shaping the future of the gift card industry. It recognises emerging talent — those with five years or less experience — who are already making a remarkable impact through their creativity, innovation, and collaborative spirit.

Who's the one to watch in your team or network? The person who's stepped up, stood out, and is clearly destined for big things? Whether they've led a successful project, brought fresh energy to your business, or consistently pushed the boundaries of what's possible, we want to hear their story.

Nominate the rising talent whose star is only just beginning to shine — and who's already making waves. You are also welcome to nominate yourself!

Note: Nominees will be shortlisted by the GCVA Executive Board, and the shortlist will then go back out for members to vote on the winner.

Honoured Industry Contributor 2025

This prestigious award celebrates an individual who has made an extraordinary and lasting impact on the gift card industry. A true pioneer and changemaker, they have consistently championed innovation, driven awareness, and worked tirelessly to deliver meaningful progress across the sector.

Whether through thought leadership, advocacy, or hands-on contributions, this individual's influence has helped shape the industry for the better — inspiring others and setting new standards along the way.

This award honours a leading voice whose dedication and passion continue to make a powerful difference. Nominate someone on your team or someone you have worked with across the sector who has truly influenced gift cards for the better.

Get ready for the big reveal — and to celebrate a true industry icon

Note: Nominees will be shortlisted by the GCVA Executive Board, and the shortlist will then go back out to a member vote on the winner.

Key Dates & Deadlines

Entry submissions and nominations are open between:

Monday 28th April -
Friday 6th June 2025 (at midnight)

Please note the entry deadline (6th June), this date is final and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.

Member voting on Rising Star and
Honoured Industry Contributor will take
place between:

Wednesday 23th July -
Wednesday 6th August

GCVA Hall of Fame Awards Shortlist
will be announced on

Thursday 7th August 2025

Submissions

How to Enter

Entry is free to GCVA Members

GCVA Non-Member Entry Fees

Non GCVA Member entry fees are £175 per entry.

To enter the awards you must email awards@gcva.co.uk and express an interest to enter the awards as a Non GCVA Member. Please state which categories you wish to enter, there is a fee of £175 per category.

The GCVA will provide an invoice for the total which is due within 14 days of request.

If your submissions have not been paid for at close of entry they will not be included for judging.

Learn More

Join us on the 1st May 2025 for GCVA Digital Open Forum, where we will run through the process of entering; if you missed the session, head to the Hall of Fame webpage to catch up with the session.

Awards Force

Awards Force is the GCVA's new awards platform for Hall of Fame entries, nominations and judging.

Click [here](#) to register / log in. You will find the Important Awards Information at the top of the page, followed by the simple entry form. Follow the steps below to complete your entry.

www.gcvahalloffameawards.awardsplatform.com

Entrants

- Register for an account on Awards Force
- Click 'Start entry' to begin your award submission
- Choose the award category you want to enter from the drop-down menu (award description will display alongside a 'blank entry PDF for reference' in case you need this for planning with your team)
- There are 3 sections to your submission (tabs at the top of the form);

1. Submission Details:

- Select your category to enter (you may enter more than one category, each entry needs its own submission form)
- Enter the key information for your entry (Title of your entry, Name for main contact on submission, email, job title, company, UK phone number, confirmation of GCVA membership)

2. Entry details

Fill in all the following fields, each have a 500-word limit;

- AMBITION: context, vision & goals
- OUTCOME: KPI's, financial, results, measurement/evaluation, impact
- COMMUNICATIONS: internal/ external, press/PR & marketing spend
- INVOLVEMENT: stakeholders, industry, decision makers including board, team, partnerships
- Non-financial results, increased brand awareness/ engagement, ESG, client loyalty
- Time & Date of submission (auto filled)

3. Attachments

- Upload either one document (PDF or JPEG, 5MB max) or one URL for a video (hosted on Vimeo or YouTube)
- Click submit and your entry is complete, it's that simple!

Additional information

- If you are entering multiple categories, you will see these listed on your dashboard (home screen) when logged into Awards Force and entries have been started
- Update your entries at any point until the deadline of Friday 6th June
- You can use the 'copy' feature to create a copy of your entry and change the category as required
- You can download a blank template form or your submission in PDF to check and share with colleagues at any time
- Ensure you respond to all entry criteria, and provide sufficient evidence.
- All submissions must be relevant to the time period covering January 2024 – present.



Submissions

Nominating for Rising Star and Honoured Industry Contributor

1. Follow the steps for 'Entrants', choose 'Rising Star' or 'Honoured Industry Contributor' from the drop down menu
2. Add the nominee's name, company, 200 word supporting statement and attachment
3. Your supporting statements and attachments will be seen by all members when they vote

Entrants & Judges

1. Follow the steps for 'Entrants', choose 'Rising Star' or 'Honoured Industry Contributor' from the drop down menu
2. Add the nominee's name, company, 200 word supporting statement and attachment
3. Your supporting statements and attachments will be seen by all members when they vote

Voting Criteria

A minimum of three individual entries are required per category for the award to be considered viable, if this is not achieved the category may be forfeited.

There will be no joint winners

Voting on Rising Star & Honoured Industry Contributor

You will be able to register to vote for the shortlisted candidates for Rising Star and Honoured Industry Contributor from July-August. The voting will take place on Awards Force, and you will receive the link to vote in July.

Please note on Voting for these categories:

- Each member gets 2 votes; 1 for Rising Star and 1 for Honoured Industry Contributor
- Maximum 1 vote per category

Judging

Judging panels will comprise of GCVA members, who volunteer to be judges, and the Executive team. The chair will be an invited, impartial GCVA member.

Judges cannot comment or vote on their own entries and where possible will not be part of the judging if they have entered that category.

Judges will score each of the criteria Ambition, Outcome, Communication, Involvement and Value between 1 – 10 (10 being the highest score). Judges must leave a comment for each criterion as well as overarching comment for the submission. These comments will be essential for the judging panel calls in July.

Shortlists will be announced for each category prior to the event with Winners announced on the night of the Hall of Fame Awards.

The judges will rely solely on the information provided by the award entrant rather than on prior knowledge they may have about the entrant.

There can be no joint winners.

All entries will be confidential.

The judges' decision is final, and there will be no opportunity to appeal.

Attending the Awards

The evening will commence with a Drinks Reception followed by the Awards Ceremony including a delicious three-course dinner with wine (& Champagne for our Gold Tables), entertainment, and of course the ever-popular Awards Party!

To purchase tickets for Gold & Silver tables please follow [this Eventbrite link](#). Gold tables are the first 3 rows, closest to the Stage.

During this process, you will be asked to enter the details of your 12 attendees. However, you do not need to enter them all upon booking - you will also have access to your ticket booking until September, and you can update attendee details later (name, email, company, job title, dietary requirements) by following these steps:

1. Log into your Eventbrite account
2. Click on 'Tickets' in the drop-down menu underneath your profile in top right corner
3. Click on your ticket for GCVA Hall of Fame Awards 25
4. Click '+ View complete attendee info' and update your attendee information
5. Click 'Edit' in the top right corner to update main booker contact information
6. You will receive one QR code for each table, please share this with your table guests

Deadline for attendee details changes is 4th September

Single tickets (max 4 per company) will be available from the 1st July, these will be released on the same Eventbrite link.

Event Timings

17:00 Drinks reception

18:15 Awards ceremony

20:30 After party

23:00 Event ends

Get Involved

Sponsorship and Marketing Opportunities

Book in a meeting with the GCVA to discover the awards audience alongside the promotional opportunities including digital campaigns, speaking slots, presentations and gifting opportunities.

Email awards@gcva.co.uk and victoria@gcva.co.uk

