

GCVA Conference 2026

4-5 March

Hilton London
Bankside

Agenda Day 1

8:30am	Registration
9:30am	[Main Stage] GCVA Introduction
10:00am	[Main Stage] Day 1 Keynote Speaker, sponsored by Prezzee, Ani Attamian: Tech and the Trust Gap: Who Are You Really Building For?
10:45am	[Main Stage] GCVA Latest Research & International Research Panel
11:20am	Morning Break (40 mins)
11:55am	[Main Stage] Panel: From TikTok to Till: How Consumer Behaviour Is Reshaping Gift Cards
12:00pm	[Innovation Session]
12:30pm	[Innovation Stage] Panel: The Human Side of Gift Cards: Gender, Culture & What the Data Tells Us
12:35pm	[Main Stage] Panel: Investing in Gift Cards: Bigger Budgets, Better Data, Stronger Results
13:15pm	Lunch (1h 15 mins)
14:30pm	GCVA Discussion Groups with GCVA Executive team & board
14:30pm	Open Networking
15:30pm	SVS Cream Tea <i>by invitation</i>
15:30pm	Afternoon Break (40 mins)
15:45pm	[Main Stage] Spotlights & Panel: International Forum Live: Creating an International Gift Card Network
15:45pm	[Innovation Stage] Panel: Generic to Genius: The AI Shift in Gift Card Experiences
16:25pm	[Innovation Stage] Panel: From Retention to Gifting: How Gift Cards Enhance Subscription Models
16:45pm	[Main Stage] Panel: Taking Gift Cards Global: What Retailers Need to Know Before Expanding
16:55pm	[Innovation Stage closes]
17:15pm	[Main Stage closes]
17:30pm	Drinks Reception
19:30pm	GCVA Conference 2026 Party, sponsored by BHN Hilton London Bankside

Agenda Day 2

8:30am	Registration
10:10am	[Main Stage] Day 2 Keynote Speaker, sponsored by Prezzee, Lara Halliday: Networking with an Abundance Mindset
11:00am	Morning Break (45 mins)
11:45am	[Main Stage] Panel: Beyond Pay: The Strategic Value of Gift Cards in Employee Engagement
11:40am	[Innovation Stage] Panel: Build or Buy: Designing a Future Ready Gift Card Programme
12:15pm	[Innovation Stage] Panel: Luxury Unwrapped: The Role of Gift Cards in Premium Brand Engagement
12:25pm	[Main Stage] GCVA Fraud Update
12:45pm	[Main Stage] GCVA Legal & Policy Update
13:00pm	Lunch (1h 15 mins)
14:15pm	[Main Stage] Panel: Everyday is Christmas: How Retailers Can Unlock Always-On Gift Card Demand
14:15pm	[Innovation Stage closes]
15:00pm	[Main Stage] GCVA Wrap Up
15:15pm	In-person GCVA Forums: Fraud & International In-person GCVA Forums: Retailer & Legal & Policy
17:00pm	Conference end

