

GCVA Conference 2026

Hilton London
Bankside

4-5 March

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 *by invitation*
- 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*
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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

