

Gift Card & Voucher Association

Meet our Newsletter Sponsor:



In this Issue:

- GCVA November One Day Summit. *Sponsored by EVERYWISH by Wishcard* - [Book now](#). Agenda [here](#).
 - GCVA Connect October Open Forum - [Book here](#)
 - September Consumer Data Report - [Read here](#)
 - GiftBetter - Reserve your spot for Peak campaigns: giftbetter@gcva.co.uk
 - [GoGift](#) Newsletter Sponsor Content: *Elevating customer experience in the Chinese market with digital gift-giving through gift cards*
 - RGCA Forum 2023 special rates for members LAST CHANCE
-



Did you feature this month? Send your company and personal news:
members@gcva.co.uk

Welcome to your October newsletter...

Hello GCVA members, Happy October. How time is flying - I can't believe it's already the last quarter of the year, and Peak season is nearly upon us. We have lots coming up for you to learn and enjoy - let's finish the year strong.

Great to see you at the Hall of Fame Awards; it really is my favourite night of the year. Congratulations to everyone, and thank YOU for being there and making it such a special night. I'm blown away and delighted with my first award in 44 years.

GCVA Hall of Fame Awards 2023 - If you couldn't make it, get the full recap in the Official GCVA Hall of Fame Awards Newsletter [here](#) - highlights, winning campaigns, pics and more. Hold the date - we'll be back at 8 Northumberland on 12 September 2024.

Next events - October 12, Open Forum - talking all things Peak and hearing what GCVA PR campaigns are coming up.

November 9 One Day Summit - New research to be launched: 'Gift cards, the Jewel in the Loyalty Crown'; Retail preview, full agenda below. Special rates for non-members: £250 per ticket LIMITED TIME ONLY.

We know how much you love our events, so why not make the most of the day and invite your clients to learn more about the GCVA and how they can benefit? Please [share this link](#) and tell them we'd love to see them.

Conference is coming! 2024 Early Bird tickets will launch soon at the best-ever rate exclusively for GCVA members. Watch this space. And a huge thank you to SVS for being our lead sponsor for the 8th year. New sponsors and exhibitors

announced below.

AND last and very, very important, drum roll please... I am so thrilled to announce that Katie Cannon (Wilkinson), MD, Jigsaw Business Solutions, has been voted by you the members as the new GCVA executive board member – I am very glad we have a few months to work together Katie. Thanks you to all our worthy nominees.

Best wishes



Gail Cohen | Director General, GCVA

PS. Vic and I are heading to Dallas to be with our fabulous RGCA partners, for the '23 Forum this weekend. If you're going to be there, do please reach out. Special rates for GCVA members, see below.

GCVA Events



Register now for upcoming GCVA events you won't want to miss, connecting you with the gift card community.

Mark your calendars, and don't forget to join the conversation tagging our LinkedIn [here](#).

CATCH-UP:

GCVA One Day Summit



A fantastic opportunity to immerse yourselves for ONE day in everything gift card.

We have a great line-up, including networking, exhibition, insight, KPMG retail overview, and new Loyalty & Gift Cards research discussion. [Book now](#). Agenda [here](#).

The Official GCVA Hall of Fame '23
Newsletter [here](#)

GCVA Connect Forums:

- Sept KPMG H1 2023 [here](#)
- July Open Forum [here](#)

2023 EVENTS:

GCVA Connect October Open Forum
- [Book now](#)

12 Oct, 12:30-14:00. Including:
GCVA PR Campaigns and 'Industry
Peak & What comes next'

GCVA Connect Retailer Forum
**Retailers only*

26 Oct, 12:30-14:00 - [Register here](#)

GCVA November One Day Summit -
*Lead sponsor: EVERYWISH by
Wishcard: [Book now](#)*

9 November: 10:30-17:30/21:30, St
Mary's Marylebone W1 [Book now](#).

December pre-Xmas 'Hang Out'
13 Dec, 12:30-14:00 - [Register here](#)
Join the GCVA for the last members'
catch-up of the year!

2024 Events:

January Networking & Social
- [Register here](#)

18 Jan: Now crazy season is over,
it's time to join the GCVA for a post-
Xmas catch-up. *Central London
venue tbc*

GCVA Conference 2024 - *Lead
Sponsor SVS*

Hold the Date: 6&7 March, Hilton
London Bankside, SE1 0UG

Partner News & Events

Thank you to:

Lead Sponsor: [EVERYWISH by
Wishcard](#)

Official Partner: [Women in Incentives
Network \(WiiN\)](#)

Exhibitors:

- [Tag Systems UK](#)
- [Virgin Experience Days](#)
- [Cashwave](#)
- [Women in Incentives Network
\(WiiN\)](#)
- [EVERYWISH by Wishcard](#)

Members go FREE. Don't forget to
invite your non-member connections;
this event is open for non-members
to buy tickets. [Share this link](#) with
your contacts.

Two Exhibition spots available -
email members@gcva.co.uk asap if
you're interested.

GCVA Conference '24



Hold the Date: GCVA Conference '24
- 6/7 March.



The GCVA is delighted to partner with our stateside friends, and you're invited to join us at the **RGCA Forum '23** in Dallas, Texas, October 8-10.

We're looking forward to this educational, informative, and fun conference! Forum is your place to meet, collaborate with, and learn from your fellow gift card professionals.

Don't miss this premier event dedicated to the closed-loop gift card industry! Hear updates on fraud, sustainability, consumer research, trends & AI, case studies, legal, and more.

Partake in all the fun as we celebrate 15 years of the RGCA and tap into some western flair as we come together in Dallas.

GCVA members receive \$100 off their registration using promo code **RGCA23GCVA** at checkout. Learn more and register [here](#).

GCVA-KPMG H1 '23 Data Report

The flagship event of the year returns to the Hilton Bankside, London. Open to the whole of the industry, with special rates for GCVA members.

Conference Exhibitors Confirmed :

- [Diggecard](#)
- [Thames Technology](#)
- [Tag Systems Uk](#)
- [Giftomatic](#)

Conference Partner:

- [RGCA](#)
- [IMA Europe](#)
- [PIF](#)

Early bird bookings go live mid-October. WATCH THIS SPACE.

Get in touch now for sponsorship and exhibition opportunities.

GCVA September Consumer Data



The GCVA September Consumer Data report is out now - read [here](#).

Topline insight:



KPMG H1 2023 Data report is out now - see [here](#)
Topline insight [here](#)

After a mixed '22, sales of gift cards experienced renewed growth in the first half of '23, up 8.4%.

This was primarily driven by growth in the B2B market (up 11.7%) and in Digital Gift Cards (up 15.2%). Growth in the Leisure sector was strong, at 16.1%, with the Retail sector seeing 8% growth.

Go [here](#) to access all GCVA data in one place.

GoGift Newsletter Sponsor Content



- UK retail spending to increase 3.8% in '23 as high inflation triggers volume decline
- Year-on-year decline in gifting purchasing over August
- Gift cards and physical gifts both fall back
- Summer holidaying drives a drop in purchasing via work programmes
- Digital gift cards bounce back over August
- Gift card buyers increasingly turn their attention towards retail gift cards
- The peak month for Leisure fails to live up to '22

GiftBetter Campaigns



#GiftBetter - Boost your gift card programmes across Facebook, Twitter and Instagram.

Aug/Sept Campaigns total reach 76,314. Followers increased across all platforms, with over 1k new followers on X.

Our giveaway with Tesco on (26.8.23) had the highest reach at 33,162 and the highest number of entries with 2k+.

[Aug/Sept Social Report](#)

Peak campaigns selling out fast!
[Book your place.](#)

At [GoGift](#), we've taken a dive into the vibrant world of China's gift-giving traditions. The rising trend of digital payment methods offers businesses a chance to strengthen customer ties through e-gift cards.

Journey with us through understanding the Chinese consumer, leveraging digital platforms, and innovating marketing strategies to enhance customer experiences.

As digital trends evolve, the gift card industry holds immense potential to revolutionise interactions in the Chinese market. [Read the full story.](#)

GCVA News & PR



More coverage this month on State of the Nation figures and gift cards and sustainability - 'Going green with payments' to replace single-use plastic gift cards.

AND: A fun piece on the GCVA Hall of Fame spotlighting gift card innovators.

[September PR Report](#)

GCVA in the News:

[Will low-value gift cards survive the Anti-Money Laundering Regulation?](#)

Get your branded posts using #Giftbetter as a marketing channel (subject to availability and GCVA campaigns) - email giftbetter.co.uk for details.

GCVA Executive Election

KATIE CANNON
(WILKINSON)



GCVA Gift Card & Voucher Association
NEW Executive Board Member

We are delighted to welcome Katie Cannon (Wilkinson), MD, Jigsaw Business Solutions – as the newly elected GCVA Executive board member.

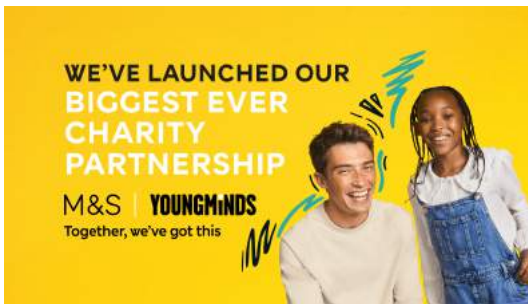
Katie says: 'I'm so excited to join the GCVA Executive and to sit alongside such a fantastic team of industry leaders. I'm looking forward to working with the team to support new and existing members and help drive our brilliant industry forward.'

'Thank you so much to everyone who voted for me, and well done to my fellow nominees. I know it was a close call!'

GCVA Charity

Independent Retail Europe joins forces with industry leaders to safeguard the future of low-value e-money products in light of proposed Anti-Money Laundering Regulation changes.

Members News & Moves



[M&S launches its biggest-ever charity partnership with YoungMinds to raise awareness of the help available to young people](#)

[Prezzee in McDonald's windows, bags, drinks and cartons up and down the country](#) - providing over 1500 opportunities to win a £50 Smart card to spend in 200 retailers in this year's Monopoly

[Emmaus Hertfordshire are the first Emmaus UK charity to join The Charity Shop Gift Card in partnership with Charity Retail Association](#)

[Voucher Express launches MAC eGift Cards in the B2B space](#)

[Tillo powers SpriveApp's Shop with Sprive feature, enabling users to receive cashback while doing their everyday shopping](#)



GCVA raised an extraordinary £1100 from the auction of Nova 14k white gold lab-grown diamond earrings at the awards, bringing a total of £3335 for The Trussell Trust, helping fight food poverty in the UK.

Team GCVA (Georgia & Vic) are gearing themselves up for a charity skydive. If you'd like to cheer them on, you can make a donation [here](#).

How to donate:

- Donate via our fundraising page or scan the QR code below
- Text 'GCVA' followed by your donation amount to 70085

We appreciate every single penny you give us. No amount is too small, and there's no such thing as an amount too big!



GCVA Job Board

Opportunities at the GCVA & Hemingways

[Tillo launches StoreFront, an off-the-shelf white-labelled solution designed to make it easier than ever for you to sell digital gift cards directly to consumers](#)

[New brand alert - The Biskery \(personalised biscuits\) is the latest addition to the Lifestyle Gift Card](#)

[IMA Summit 2023 & The Incentive Awards - congrats to all the GCVA members who won an award!](#)

Members Secret Skills...

[Congratulations to Liz Crow at Burgopak, who is exhibiting her jewellery at the Oxo Tower Wharf on London's Southbank as part of a group of emerging designers selected.](#)

BRC-KPMG Retail Sales Monitor



BRC-KPMG Retail Sales Monitor:
[Growth returns as summer wraps up.](#)
'August saw a bounce back in retail sales growth to 4.1%, which will come as a relief for many retailers.'

Other stories:

[The Cut Back Economy 2023 - a Widening Crisis by Grant Thornton](#)

[Hemingways: eCommerce Assistant](#)

GCVA has two roles:

- [Managing Director](#) (hybrid-working)
- Business & Project Management Executive (Graduate/2nd jobber)

Find new career opportunities by browsing our [featured posts](#), and post your own job ad for free!

Email members@gcva.co.uk with your open roles, and we'll add them to the website and newsletter.

Team GCVA



GCVA team (l-r): Rhiannon, Victoria, Gail, Amberlie, and Laura.

GCVA Staff:

Gail Cohen | Director General
Laura Guy | Marketing & Events Manager
Victoria Evans | Senior Manager: Events, Content & Sponsorship
Rhiannon Whitehead | Digital Content & Events Executive
Georgia Wellard | Administration Executive

GCVA Freelance:

[Save your place for Retail Compass Live! On 1 Nov, London - engaging the consumer in a multi-dimensional world](#)

[Check out the new business models for retail by Retail Connections](#)

Nika Talbot | Copywriter & Newsletters

Events | Amberlie Ross-Scott, Allways Live

Natasha Russell, NR Events | Event production & delivery

Send us your company or personal news and updates to feature in the next newswire.

Email members@gcva.co.uk, and we'll share in the next issue and on our social channels.

Newsletter Sponsor



Meet our Newsletter Sponsor:

[GoGift](#) is a global gifting brand and online retailer catering innovative gifting solutions to over 15,000 satisfied corporate clients worldwide.

Visit global@gogift.com.



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