



# Innovation Stage

GCVA Conference  
2025



# The Impact of Gift Cards: Local Retailers & Small Businesses



**David O'Neil**

Chief Commercial Officer  
Miconex



**Andrew Goodacre**

Chief Executive Officer  
British Independent Retail  
Association (BIRA)



**Steve Leigh**

Director  
PR Agency One



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# The B2C Gifting Evolution: How to Perfect Gift Cards for Every Channel, Occasion, and Customer



**Adam Hobbs**

Managing Director  
Lifestyle, part of Motivates



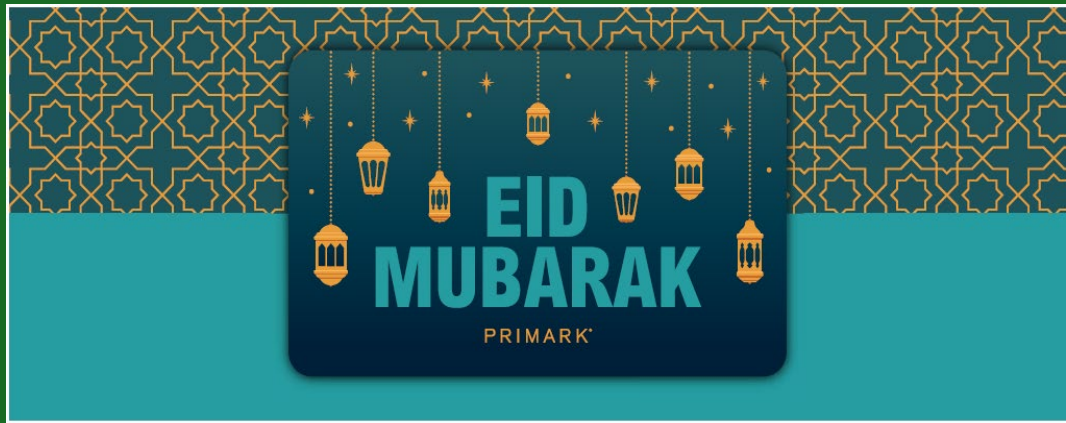
**Mike Peacock**

Gift Card Trading Manager  
B&Q



**Elizabeth Johnston**

Gift Card Lead  
Primark



“

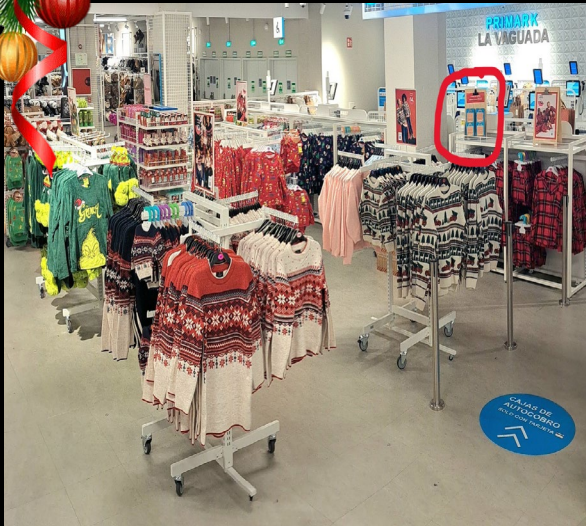
Successful online trials last year.

Watch this space this year

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# Primark Christmas Gift Cards VM in Stores



# POLL TIME

Has high street retail thought of offering AI for personalisation?

# POLL TIME

How many Gift Card designs do you have for your programme?

GCCVVA



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# Sustainability & Gift Cards for Circular Markets



**David Walsh**

VP, Original Content  
EMEA  
BHN



**Joanna Smith**

Partner & Senior Business Manager,  
Gift Card B2C & Concessions  
John Lewis Partnership



**Josephine  
Waddington**

Founder  
StyleSwap

# Next:

## Pre Booked Roundtables or Open Networking

14:20 (45 min)

- International Working Group - Hannah Shimko, GCVA, & Federica Foldes, *lastminute.com*
- Legal & Policy Working Group - Siobhan Moore, *Keystone Law*

15:15 (45min)

- Fraud Forum - Hannah Shimko, GCVA, & Rob Coulstock, *InComm Payments Europe*
- Retailer Forum - Warren Humphries, *M&S*, & Annabel Le May, *John Lewis*  
(Open to retailers ONLY)

*Limited to 1 x company representative per Roundtable*

*You **must have prebooked** for these roundtables to attend*

# LUNCH

Pre booked roundtables  
begin at

**14:20**

**1h 15 mins**

# Thank you so much for coming!

Next Event:

## **European Financial Integrity Summit**

15 May 2025 - Book Now  
Use code GCVAConfEFIS10  
for 10% off

