



Meet our Newsletter Sponsor:



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-



Send us your news & updates for that extra promotion: [members@gcva.co.uk](mailto:members@gcva.co.uk)

## Welcome to your December newsletter...

Hi GCVA Members,

Happy Friday! I can't believe this is the last foreword I will be scribing for the GCVA Newsletter. I know this is the longest goodbye in gift card history (well, actually probably not!).

It has been such a huge pleasure and privilege to have become part of this amazing industry, and to have helped grow and lead this wonderful organisation for the last 8 and a half years and I am leaving knowing that the industry and GCVA is going from strength to strength. We are lucky to have the amazing and long-term GCVA freelancer, Amberlie (Ross-Scott) join the team as Interim Operations Director whilst we continue to recruit for the new MD. With the executive and the fabulous team it's great to know you are in such safe hands.

I know you are all immersed in the 'crazy season' – as Spike Milligan once said: 'I have no idea why they have Christmas when the shops are so busy' – and we all hope the tills are ringing and the gift cards are flying out the doors/ether. Looking forward to hearing how Black Friday/Cyber Monday went for you all.

Talking of which, KPMG DATA MEMBERS, please do make sure you are ready to get data entering. Check the dates and the process and do make sure your login is working prior to when the data portal opens – 21 December. Catch up on our workshop [here](#).

Our debut GCVA November Summit was a huge success and very well attended (so your feedback tells us). This is now an annual event, venue already confirmed for '24. Thank you to all our speakers, lead sponsor

*Everywish* by *Wishcard*, partner *WiiN*, and our fabulous exhibitors. Catch up with the sessions online [here](#).

What a year it's been, numerical round up below; to be sung to the tune '12 days of Christmas'. The GCVA gave to me...

500 Conference delegates, 200 November Summit Guests, 93 members, 78 GiftBetter giveaways, 13 industry newsletters, 12 monthly consumer reports, 10 online forums, 2 KPMG data reports, 2 days of Conference, 1 November Summit, 1 Hall of Fame Awards and a Giftcard500 campaign.

GCVA Conference 2024 will be with us in a flash. Book now for the biggest and most content rich Gift Card conference in the world. Standard ticket rates are now live. [Book HERE](#).

The amazing new GCVA WEBSITE is so close to launching! This is a true labour of love and it is looking fantastic. I am determined it will cross the line before I depart. As promised, it includes a new amazing Members' area, with new features and own logins – whoop! Watch this space for your invite to join!

Delighted to welcome THREE new members this month: fashioncheque, HyperJar, and RLC Solutions, so good to have you with us.

See you on 13 Dec at the GCVA December drop-in - the last members' event of the year register [here](#).

So for now, this is me signing off from my final newsletter for the GCVA. The GCVA has been a true highlight of my career. Thank you for everything. Watch this space for what Gail is doing next!

Be healthy, be happy, be kind and may we all benefit from understanding, love and a little bit of peace during our holiday time.

With gratitude & all best wishes.

A handwritten signature in black ink that reads "Gail". The letters are cursive and fluid, with a large loop on the 'G' and a long tail on the 'l'.

**Gail Cohen**

PS The next in-person meetup is on January 18 '24 - Networking & New Business. Come & catch up with old friends and new. Open to non-members, book [HERE](#).



Map your programme of events for the gift card industry calendar of '24. We have an amazing line-up of GCVA meetings so you can gain insights and network in the new year. Register now!

#### **CATCH-UP:**

KPMG December Workshop [here](#)

*\*Retailer/Issuer Data Members ONLY*

GCVA November One Day Summit [here](#)

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

#### **2023 EVENTS:**

December Drop-in  
13 Dec, 12:30-14:00 - [Register here](#)

Join the GCVA's festive farewell for one last time in 2023! A chance to discuss happenings within the industry and look forward to 2024.

#### **2024 EVENTS:**

January Networking & New Business - [Register here](#)  
18 Jan: 17:00-22:00

The GCVA Conference '24, 6 & 7 March, is the biggest event in the Gift Card industry calendar, bringing together over 500 international major players for two days. [BOOK NOW](#).

Expect industry innovation, consumer needs, evolving marketing strategies, hot topics & trends, inspirational speakers, exhibition hall, and the best networking in town.

Members tickets only **£350 ex vat** with exclusive member code: **MEMBERCONFERENCE24**

Non-members £695 | Partners £595 (with Partner code)

*\*Standard Ticket rate until Jan 31 '24*

Hotel special delegate rate available: Book your room [HERE](#)

#### **Conference Sponsors:**

Lead Sponsor: [SVS](#)  
Coffee Cart: [TDS Gift Cards](#)

#### **Conference Exhibitors:**

Gold:

- [Diggecard](#)
- [SVS](#)

Kickstart the new year of gift cards with the first GCVA event of the year.  
*Open to non-members.*

GCVA Connect January Open Forum  
- [Register here](#)  
25 Jan, 12:30-14:00

Join us for the first lunchtime discussion of '24, including an overview of the GCVA's year ahead - events, insights, and strategy.

GCVA Connect February Retailer Forum  
15 Feb, 12:30-14:00 - [Register here](#)

Exclusive event for the GCVA's Retailer Issuer members to gain the latest insight into the retailer landscape.

GCVA Conference '24 - *Lead Sponsor SVS* - [Book now](#)  
6&7 March, Hilton London Bankside, SE1 0UG

GCVA Hall of Fame Awards '24 - Hold the date  
12 Sept, 18:00-01:00  
Email [awards@gcva.co.uk](mailto:awards@gcva.co.uk) to book.

*To promote, sponsor, or exhibit at events, email [members@gcva.co.uk](mailto:members@gcva.co.uk).*

## GCVA Hall of Fame '24

Silver:

- [epay](#)

Bronze:

- [Thames Technology](#)

Quick X:

- [Tag Systems Uk](#)

### Conference Partners:

- [BVCNL](#)
- [IMA Europe](#)
- [PIF](#)
- [WiiN](#)

Discover how you can sponsor, exhibit, position, and promote your business.

Email [conference@gcva.co.uk](mailto:conference@gcva.co.uk).

*Prices range from £500-£100K ex vat.*

See [GCVA Opportunities 2024](#)

## GCVA November Consumer Data



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





Time to book your tables for the GCVA Hall of Fame Awards '24!

Reserve your place at the most prestigious, fun, and glamorous night in the gift card calendar on 12 September.

We are offering 2023 prices to anyone who confirms their table by **31 December**. Book now to secure this amazing offer!

**Gold Table\*** £4,800 *ex vat*

*\*Prime position + 2 bottles of champagne*

**Silver Table** £3,000 *ex vat*

Email [awards@gcva.co.uk](mailto:awards@gcva.co.uk) to book.

NB. Tables seat 12 Guests

Make sure you're at the industry event of the year celebrating winners and star players within the GCVA and wider gift card community.

GCVA Hall of Fame Awards open for entries early April '24.

## New Members

Topline findings below:

- There are plentiful opportunities for the industry to promote the benefits of gift cards in the current climate.
- With many consumers feeling financially under pressure during the immediate post-summer period, work programmes have been a good route to provide support.
- The purchasing of physical gift cards online was at 36.5% of gift card buyers, which was the highest level since June '22.
- Demand for gift cards is being boosted by more experiential and sustainable physical options.
- Both leisure and experience gift cards will have suffered amid the return to holidaying abroad.
- Weaker YoY performance comes against the backdrop of UK shoppers feeling greater pressure on their disposable incomes.

## GiftBetter Campaigns





Launched in 2008 in the Netherlands, the [fashioncheque](#) gift card has grown to be loved in major European markets, by shoppers and by leading brands such as H&M, Zalando, Jack & Jones, Rituals, Adidas. It has now arrived in the UK.

The brand's success has been built on shoppers enjoying freedom to explore a wide spectrum of fashion retailers, both online & offline, from high-end boutiques to popular fashion chains.

A fashioncheque gift card can be redeemed directly in one step and the same gift card can be used as partial or full payment in multiple outlets.



[HyperJar's](#) award-winning digital wallet is a brilliantly effective, visually engaging app and debit card that helps people to Spend Life Well. Behind the simple idea of managing money in digital jam jars is world-first tech, giving access to rewards from leading brands, alongside tools to partition, share and control their money.

The app currently has 550k customers and is the top-rated digital account on the major UK review and app stores. It enables brands to offer targeted reward rates ie. for new vs. existing customers and rewards

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

- November Campaigns total reach 72K
- Followers increased across all platforms with over 1K followers gained on X
- Our giveaway with Motivates on 24 Nov had the highest reach of over 29K and had the highest number of entries (2.3K+)

Thanks to the following members who took part in promotions:

- Halfords
- Tesco
- Motivates
- lastminute.com

November GiftBetter report [here](#)

*Get your branded posts using #GiftBetter as a marketing channel (subject to availability and GCVA campaigns) - email [giftbetter@gcva.co.uk](mailto:giftbetter@gcva.co.uk) for details.*

## Members News & Moves

associated with gift card purchases can be issued in merchant currency, to only be spent with that brand.



At [RLC Solutions](#), we work as partners and an extension of your brand, customising everything we do based on your unique opportunities. From the designs, stock, and delivery process to the tech solutions and marketing campaigns, we'll be there every step of the way as you grow your gift card program.

We provide our own high-end white-label sales platforms, an incredible network and partnership opportunities that can be yours in just one click!

As a female-led company with a team of 7 nationalities in 4 countries, we're fast becoming the 'go to' for everything gift card, as demonstrated with our win as Best Industry Start up & Best Service Provider at The Incentive Awards '23.

## **GCVA-KPMG H1 '23 Data Report**



John Wallace Joins Thames Technology as Key Account Manager in APAC Region.

[Thames Technology](#) is pleased to introduce its new Key Account Manager for the Asia-Pacific (APAC) region, John Wallace.

With over 25 years of experience in the industry, John is a seasoned expert in the card industry.

John will play a vital role in supporting Thames Technology's Australia-based team to meet the needs of its customers, ensuring they receive the highest level of customer service.

Che Colford, General Manager at Thames Technology said: "We are confident that John's extensive industry knowledge and exceptional track record will further strengthen our presence in the APAC region. Welcome aboard, John!"





KPMG H1 '23 Data report is out now - see [here](#). Topline insights [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.

KPMG December Workshop catch-up [here](#).

#### **Data portal opens for submissions**

Thurs 21 Dec

#### **Data portal closes**

Tues 9 Jan 2024

#### **Sales Output reports available**

Mon 22 Jan 2024

#### **Top Level Insight issued to members**

Mon 22 Jan 2024

#### **Full report available**

Mon 12 Feb 2024

#### [Thames Technology Shortlisted for Best Achievement in Sustainability at The Card & Payments Awards](#)

The company's innovative initiative aims to revolutionise the card and payments industry by eliminating the use of virgin PVC in its production processes.

#### [EVERYWISH by Wishcard has officially launched in the UK](#)

[How gift cards can support an alternative Christmas celebration. Diggecard has come up with 12 office party ideas](#)

[The new National Book Tokens Hidden Books Game is out! Play here](#)

[GoGift employees took time out to wrap Christmas gifts and write messages on Christmas cards to young people at shelters across Denmark](#)

[Tillo partners with The Charity Shop Gift Card empowering customers to choose conscious and sustainable shopping at charity shops nationwide](#)

[Love2Shop explores how businesses are rewarding their teams this Christmas with physical or digital gift cards at the CIPD Conference and Exhibition](#)

[Ncentiva welcomes Rabih Habib to the team as Regional Director, to oversee gift card B2B partnerships](#)

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

## GoGift Newsletter Sponsor Content



Who knew a pair of neon green socks could spark a holiday gifting revolution?

[GoGift's](#) take on personalised gifting with **The Case of the Misunderstood Socks** will have you rethinking your holiday gift list.

Step into a world where every present is as unique as your team members. Click to unravel the sock saga and get inspired for your own festive gifting! [Read more](#)

## #GiftCard500 Campaign

## BRC-KPMG Retail Sales Monitor



UK Total retail sales increased 2.7% in November. This was above the 3-month average growth of 2.6% and below the 12-month average growth of 4.1%. Full report [here](#).

Insights from our Associates:

[The ultimate guide to retail customer satisfaction in 2024, by Goodays](#)

[Five common ecommerce customer complaints - and how to address them, by nShift](#)

[Assess and understand the cyber risk to your business, by Aon](#)

[Retailers and customers sold out by Chancellor's statement](#) (BRC responds to the Autumn Statement)

## GCVA Charity





Our goal is to get trivial benefits up from £50 tax-free to £500-£1000 as per other countries.

We have commissioned a public affairs specialist to review the next steps. If you want to be involved, get in touch.

Thank you to the following brands for taking part in the #Giftcard500 campaign:

- Blackhawk Network
- Edenred
- Love2shop
- Motivates
- Miconex
- Prezzee
- Tillo

## GCVA News & PR



'Gift Cards are the Answer!' & 'Beat the January Blues with Gift Cards'

More coverage this month on GCVA research - how consumers are turning to gift cards as budgets

GCVA raised an extraordinary £1,100 from the auction of Nova 14k white gold lab-grown diamond earrings at the awards, bringing a total of £3,335 for The Trussell Trust, helping fight food poverty in the UK.

### How to donate:

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



## GCVA Job Board

*Opportunities at the GCVA*



GCVA has two roles:

- [Managing Director](#) (hybrid-working)

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

Email [members@gcva.co.uk](mailto:members@gcva.co.uk) with your open roles, and we'll add them to the website and newsletter.

## Team GCVA

are cut ahead of a cost-of-living Xmas.

See the November PR report [HERE](#).

ALSO: GCVA is running a campaign on how gift cards can help people overcome spending challenges and cut back on waste.

We are doing regular outreach to media and 'Best Buy' sections to pitch into gift guides and money-saving columns. FREE promo for your business!

Send us your special deals and offers. Email [gcva@pragencyone.co.uk](mailto:gcva@pragencyone.co.uk) by:

- **Friday 8 Dec** (last-minute deals)
- **Monday 15 Jan** (Blue Monday deals)

## Newsletter Sponsor



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

### GCVA Staff:

Gail Cohen | Director General  
Amberlie Ross-Scott | Interim Operations Director  
Victoria Evans | Senior Manager: Events, Content & Sponsorship  
Rhiannon Whitehead | Digital Content & Events Executive  
Georgia Wellard | Administration Executive

### GCVA Freelance:

Nika Talbot | Copywriter & Newsletters  
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](mailto:members@gcva.co.uk), and we'll share in the next issue and on our social channels.

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](mailto:global@gogift.com).



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