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GCVA Newswire



Want to promote your news and company? Remember to send in your updates, news for GCVA Newswire, job vacancies and other news for the next issue.

Hi All

Welcome to your April newsletter - a bumper one this month, Q1 review and lots to catch up on post-conference. And a fabulous revamped newswire above - take a look and see if you feature this month.

The conference seems so long ago - a phenomenal two days of inspiration, insight, fun and networking - thank you all. We've had some fantastic feedback, all going into the plan for '24 - hold the date: 6 & 7 March. If you missed it, all main stage sessions and GCVA 101 are now available on catch-up. Highlights video [here](#) and below.

GCVA Hall of Fame 2023 is now open for bookings - the year's awards highlight, celebrating the industry's very best. Delighted to welcome back Blackhawk Network as lead sponsor and the first two category sponsors: lastminute.com and Motivates. [Reserve your tickets and tables now](#). Awards categories for '23 and 'Call for Entries' launching early May.

Coming up next: May 18 GCVA Connect Open Forum. A lunchtime discussion on all things gift card; see the agenda [here](#). If you want to take part and have topics to suggest, please let us know asap, so we can include them.

A warm welcome to our newest members: Azteco Holdings USA Inc, CFA Servco, Dunnes Stores, and Wishcard Technologies Group. And great to introduce Rhiannon Whitehead, our fabulous new Digital Content & Events Executive who has joined us from Ocean Media Group, more below. She has revamped the newswire, which is all go!

Have a great week.

Best wishes



Gail Cohen | Director General

GCVA Events



GCVA Conference 2023

Here's your rundown of online and in-person event delights coming up in '23 - sign up below.

Catch-up events:

GCVA Conference 2023 - Buy your Catch Up Ticket [here](#).

GCVA Connect Webinar: HMT's Payment Services Regulations Review and Call for Evidence. Full recording and supporting information [here](#).

Visit the website to [catch up on all past events](#).

Retailer-only events:

GCVA Connect April Retailer Forum - Register [here](#)
27 April, 12:30-14:00

GCVA Connect July Retailer Forum -

Hall of Fame Awards



Hall of Fame Awards 2023 - Celebrating the very best of the gift card industry, *lead sponsor Blackhawk Network*.

[Reserve tables and tickets now](#)

14 September '23
8 Northumberland Avenue, London, WC2N 5BY
18:30-01:30
Evening dress (black tie optional)

Gold: Table of 12 only @£4800 | £400 per ticket (Prime table position + 2 bottles of champers) *Limited availability*

Silver: Table of 12 @3000 | £250 per ticket (Standard table position - *allocated by booking time*)

Ticket includes drinks reception, 3-course meal with wine and after party till 1.30 am. Full details [here](#).

Register [here](#)

20 July, 12:30-14:00

GCVA Connect October Retailer Forum - Register [here](#)

26 October, 12:30-14:00

Upcoming events:

GCVA Connect May Open Forum - Register [here](#)

18 May, 12:30-14:00 | Agenda [here](#)

GCVA-KPMG June Data Workshop - *registration link to follow*

14 June, 10:00-11:30. *Data members only*

GCVA Summer Social

29 June, London, venue to be announced shortly

GCVA Connect July Open Forum - Register [here](#)

13 July, 12:30-14:00

GCVA Hall of Fame Awards 2023 - Reserve tables & tickets [here](#)

14 September, 18:30-00:30

GCVA Connect October Open Forum - Register [here](#)

12 October, 12:30-14:00

GCVA November Summit - NEW for '23. One day event. Register [here](#)

9 November, 10:30, St Mary's London, W1H 1PQ

2024 events:

GCVA Annual Conference '24, London - Hold the date: March 6-7

There are special early bird delegate rates available at two hotels with CQ Club Quarters - [Tragalgar Square](#) | [Covent Garden](#). *Limited time offer*

All sponsorship enquiries to victoria@gcva.co.uk.

GCVA Conference '23



GCVA Conference '23 video highlights

GCVA Conference '23 - our flagship event of the year with over 450 delegates.

Two days of inspiration, fun, insight, and networking. See the [Conference newsletter](#) and [highlights video](#).

You can still register for catch up and access all main stage sessions and GCVA 101. Buy your Catch-up Ticket [here](#).

Hold the date! March 6-7 '24

GCVA March Consumer Data

What's in a Name... gift cards, more than just a gift



GCVA Whitepaper launch *sponsored by Tillo.*

New research exploring how the gift card is perceived, understood and influencing stakeholders.

Key findings:

- When adults receive a gift card, it is often NOT a gift - a reward, cashback or incentive from an employer, mini bonus or form of cost-of-living support
- Consumers and industry professionals (53%) agreed that 'Gift Card' is still the best name for our sector
- Building awareness with the C-suite is a priority

[Read the full report](#)

KPMG 2022 H2 Data Analysis



GCVA March Consumer Data Report is out now, *delivered by Global Data* - see [here](#).

Top takeaways:

- UK retail spend forecast to be £369.2bn in '23
- More consumers buying physical gifts, gift cards and self-use gift cards
- A dip in the number buying gift cards for someone else
- Digital gift cards continue to rise in prominence
- Retail gift cards boosted by Valentine's and at their highest rate since we began tracking
- Leisure and Experience gift cards experience lower demand

GiftBetter Campaigns



Given tough trading conditions, retailers and Leisure operators have performed resiliently, with gift card and voucher sales steady.

[Executive Summary](#) | [Full Report](#)

State of the Nation '23



State of the Nation '23 - insight from 2K UK mixed demographic respondees and over 50 gift card industry specialists.

- Overall purchasing of gift cards increased with growth spots for Retail and Leisure
- Self-use purchasing remained robust - playing an influential role in supporting shoppers
- The industry is in tune with evolving customer demands around cross-channel flexibility and digital wallets
- Gift cards remain a popular option for shoppers due to their convenience and as a financial support facilitator

[Read the full report](#)

GoGift Newsletter Sponsor Content

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

Over 8.7M reach with our Q1 '23 campaigns!

- April promotions total reach 101K
- Followers increased across all platforms - over 1K followers gained on Twitter
- Our giveaway with Tesco had the highest reach at 28K
- Our 1st giveaway via Instagram Reels was viewed over 3.5K times

[April social report](#)

[March social report](#) - total reach 211K | M&S had the highest reach at 38K.

[Book now](#) for May promotions: King's Coronation, bank holidays and June: Father's Day.

Get your own branded posts using #Giftbetter as a marketing channel (subject to availability and GCVA campaigns) for just £250 per post across all channels (£100 per channel) ex-VAT.

GCVA Charity '23

Please support and help change lives!





With a diverse and remote workforce still going strong, companies are adapting to the challenges management faces when rolling out a successful employee incentive programme.

Workforce issues are not limited to how and where employees want to work but also include workplace diversity, inclusion, culture, and wellbeing.

Our thoughts and predictions [here](#).

GCVA News & PR



Some great coverage this month! Picking up on the latest consumer data: KPMG '22 and What's in a Name...gift cards, more than just a gift.

Discover how the gift card market is thriving through the economic challenges. Over 1/4 of the UK population has received a gift card to stave off financial hardship over the past year.

The GCVA is proud to support **The Trussell Trust**, a fantastic charity working to end food poverty in the UK.

Dig deep and help us reach our £5K target, £2300 raised so far! News of how you and your company can get involved, coming soon!

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



We can make a real difference - financially via food donations & volunteering. #TogetherForChange

GCVA Job Board

We're Hiring

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.

Tillo: [Sales & Marketing Operations Manager](#)

Tillo: [Other roles](#)

Also positioning gift cards as an evergreen solution - see all coverage [here](#).

Latest press releases:

[Gift cards provide boost for business](#)
[Brits urged to spend gift cards to help beat the blues – and boost their local economy](#)

Members News



2023 Gift Card Trends: Fiserv Q1 '23 Gift Card Gauge is [out now](#).

Exploring the impact of inflation on consumers' everyday purchases. Despite economic uncertainty, '23 provides new opportunities for merchants to engage consumers with gift cards.

Great insights here for global gift card teams!

[With the holidays in the rear-view mirror, what's next for gift cards? |](#)

Comment from David Troiano, Marketing

Director, Value Added Services, Fiserv



Are you ready to join a global team of innovative and ambitious professionals in gifting, rewards, and incentives? GoGift is hiring, and they want you!

GoGift is all about diversity, inclusion, and collaboration, and they are looking for talented individuals who share their passion for making a global impact to join their dynamic and supportive work environment in the following positions:

[Sales Team - USA/North America](#)

[Sales Team \(Benelux\)](#)

[Sales Team \(Germany\)](#)

New Members

AZTE.CO

[Azteco](#) is a SaaS provider that distributes Bitcoin gift cards and vouchers across a variety of distribution channels, online and offline, including:

Gift Card / Rewards Industry:

[Tillo](#), [Huuray](#), [Xoxoday](#), [Wingift](#), [Winwalk](#), [Sochitel](#)

Retailer Grupo Salinas/Elektra in Mexico

Global gaming platforms:

[G2A](#) and [OffGamers](#)

200k retail outlets in Brazil

300k retail outlets in Mexico, Ecuador, Peru, Colombia, Chile, El Salvador, Costa Rica, Panama, Paraguay, Uruguay, Argentina

We are very excited to share some news from our partner, GCVA member WeGift, who have relaunched as **Runa**.

Runa builds on the foundations of WeGift to deliver a new infrastructure for customers and partners to issue, send and spend any form of digital value.

Runa will continue to grow their gift card catalogue to 2,500 products this year, and will also expand their offering to include other forms of digital value including prepaid cards, subscriptions, donations, cryptocurrencies and more.

Go to runa.io to find out more.



GCVA member **Jigsaw Business Solutions** has also had a full rebrand.

Jigsaw work with retailers to launch, manage and grow gift card programmes for consumers and businesses. We sell gift cards online and to businesses who want to acquire, retain and compensate customers, or reward, gift and incentivise employees.

Jigsaw work with more than 20 retailers, creating and managing revenue streams as well as helping to reach new audiences and sales channels with their own branded

200k retail/Spaza outlets in South Africa through the South African company [Flash](#)

2.3M Mobile banking app exposure (Tyne Bank, Ned Bank) through the South African company [Flash](#)



[Wishcard Technologies Group](#) develops, distributes, and sells universal voucher products with flexible redemption options and well-known partners on their platform's own online portals as well as in retail.

In B2B, they offer innovative solutions for employee and customer vouchers.

Wishcard Technologies covers the entire value chain, developing products and getting retail partners involved, from in-house production to sales, both online and in-store.

Dunnes Stores and CFA Servco coming soon!

BRC-KPMG Retail Sales Monitor



BRC-KPMG March Retail Sales Monitor is out now - full report [here](#).

currency (gift cards). Learn more at jigsawbusinesssolutions.com.



Thames Technology - EcoVadis silver sustainability rating

[Thames Technology has been awarded the EcoVadis silver sustainability rating](#)

[Savvy Whitepaper: Gift Cards & The Charity Sector](#)

[Healthy Minds Club launches Personalised Wellbeing Membership](#)

"With consumer confidence edging up and big events on the horizon such as the King's Coronation, retailers have reason for a spring in their step.

"However, extensive cost pressures on business remain, and Government must ensure it minimises incoming regulatory burdens." - Helen Dickinson, CEO, British Retail Consortium.

The rise of a new shopping era:
[From buying a product to experiencing a brand in The Direct-to-Consumer opportunity | Salsify](#)

[Google / BRC Roundtable: customer loyalty in a changing landscape](#)

[The VIP code: Embracing personalised services for customer loyalty | Red Ant](#)

Team GCVA

GCVA staff:

Gail Cohen | Director General
Natasha Keene | Operations Director
Allyson Kolan | Operations Manager
Victoria Evans | Events & Sponsorship Manager
Rhiannon Whitehead | Digital Content & Events Executive

GCVA freelance:

Nika Talbot | Copywriter & Newsletters



"Hi, I'm Rhiannon the new GCVA Digital Marketing & Events Executive.

"Having worked previously in digital marketing for trade events, I'm excited to join the gift card industry and learn about the UK's most prominent incentive programmes, as well as working to grow our online presence."



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