



Press release

February 2024

## Global gift card industry to come together for flagship conference

The Gift Card and Voucher Association (GCVA) Conference returns for another year, bringing major players across the UK and the international gift card community together.

With over 450 delegates and more than 70 speakers, the event will be the biggest yet as the gift card industry continues to grow despite a challenging economic backdrop.

Taking place 6<sup>th</sup>-7<sup>th</sup> March at the Hilton London Bankside, the flagship event offers exclusive insight into the gift card ecosystem, with two days of insights, debates, a buzzing exhibitor hall, case studies and networking opportunities.

The agenda is packed with panel discussions, interviews and presentations covering topics from the role of AI in the industry, ESG and the Cost-of-Living crisis to discussions on the impact of fraud and cybercrime. The conference will also host Professor Ben Voyer, who will be delivering a keynote on understanding the minds of consumers.

The findings of two key sets of research will also be launched, the State of the Nation 2024 in partnership with Global Data, which sheds light on what the coming year has in store for the sector and the GCVA Data Insights from 2023, delivered by KPMG.

Siobhan Moore, Executive Board Co-Chair at the GCVA said: "We've built up the GCVA Conference to be the largest industry event in the world and its continued popularity and success is testament to the scale of growth in the sector. Despite ongoing challenging conditions, gift cards have demonstrated resilience and adaptability time and time again, with industry players continuing to innovate and thrive against a backdrop of uncertainty.

The range of speakers, panels, and topics we have at this year's conference highlights just how diverse the sector has become, and how the role of gift cards has evolved far beyond a form of gifting. The conference provides an opportunity for industry professionals to see the latest developments and gain an insight into the future of a sector set for continued growth."

New for this year, the GCVA has developed a conference app, which will enable attendees to connect with other delegates and receive event updates and information.

The favoured GCVA 101 sessions will also be returning, providing insight into essential topics, such as the A-Z of gift cards, trivial benefits and the influence of data and insights.



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The exhibition hall will be packed with lots of businesses in the industry showcasing their products and providing an opportunity for attendees to learn more about them.

[SVS](#) returns as the lead sponsor for the ninth consecutive year. With Lifestyle, part of Motivates, Merit Incentives, YouGotAGift, Savvy, Lastminute.com, Prezzy, TDS and Lego among the other sponsors.

Ben Jones, Vice President Business Development & Partnership at SVS said: “The GCVA conference has been an industry-defining event for many years which is why we’re always keen to provide our continued support and aid its ongoing growth as the sector flourishes. This year, the economic squeeze on retailers will be top of the agenda for many attendees, another key discussion point will be the greater demand for seamless omnichannel shopping, especially among Gen Z.

This year’s event is set to be bigger than ever, and we look forward to seeing the gift card community come together, including some of the world’s leading brands, to shine a spotlight on the innovation taking place in the space.”

The conference welcomes members and non-members of the GCVA across the gift card, payments, fintech and related industries. Limited tickets are remaining for those wishing to attend and can be purchased [here](#).

**ENDS**

## **Notes to Editors**

### **For additional details, please contact:**

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## **About the GCVA**

The Gift Card & Voucher Association (GCVA) was established as a trade body to represent the key players in what is today a £7 billion gift card and stored value solutions market. With more than 90 members representing key retailers, issuers, and suppliers the GCVA provides an information and reference point for the Gift Card & Voucher industry and is at the forefront of the issues affecting the industry.



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Its main objective is to provide a platform and infrastructure for the industry and to raise the profile and use of gift cards and vouchers within the UK, promoting the industry to consumers, businesses, government, and other interested parties.

The GCVA is the key industry organisation to share new ideas, innovate and promote best practice with the UK gift card and voucher industry. It runs a programme of events, meetings, research projects and updates throughout the year, including its flagship Conference.