



Meet our Newsletter Sponsor:



In this Issue:

- KPMG H1 2023 Data Report [out now](#)
 - August Consumer Data Report [out now](#)
 - GCVA Hall of Fame 2023 - last chance to book the one remaining table
 - GCVA November One Day Summit *sponsored by Everywish* - [Book here](#)
 - GiftBetter - [Save your spot](#) for Peak/Xmas campaigns
 - GoGift Newsletter Sponsor Content: *Viking Kings & Stardust Strings: Bowie, Bluetooth & GoGift Unite in a Cosmic Symphony of Connection*
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Did you feature this month? Send us your company and personal news and updates to feature in the next Newsire.

Welcome to your September newsletter...

Hello GCVA members, and welcome back to the new school year! Hope you're doing well and had a great summer. Summer has finally landed in Hastings... Beachut ahoy!

We are back with a full programme of informative, insightful, celebratory events, kicking off with an excellent session last week. Focusing on the KPMG H1 2023 data - report now online [here](#). Terrific growth for members and good to get stuck into the details - conversation to be continued at the November One Day Summit. Lots of opportunities for collaboration.

Thank you to our fabulous presenters, Alistair Cowan, Manager, Data & Analytics, KPMG UK and Glenn Sizer, Head of Prepaid & Subscription Partnerships at Currys and to all the contributors. Catch up online [here](#) if you missed it.

And thank you all for your lovely messages following the announcement that I will be stepping down as Director General of the GCVA at the end of the year - It is so much appreciated. I will reply to all I promise! Plenty of time for goodbyes/au revoirs.

We are just one week away from the GCVA Hall of Fame Awards celebrating members' achievements - the countdown to the most exciting night in the industry is on! 300 booked, and the Rising Star voting is now closed. The judges' votes are in, the trophies are being polished, and we can't wait to announce the winners. Good luck, everyone! We could just squeeze in one more table if there are any late takers - join the waitlist for single tickets [here](#)

GCVA November One Day Summit *sponsored by Everywish* is our next big in-person event, open to both members and non-members. Of course, members

go free, but do invite your prospects and clients to experience the GCVA and all it offers - link for booking below. Special non-members rates until the end of September.

Agenda includes: New 'Loyalty & Gift Card' Research, keynotes, an up-to-date focus on the Retail environment - more info below.

Executive election - nominations are now closed, and voting forms will be going out next week. The calibre is high, and we are delighted to have: Martyn Fagg, COO Tillo; Katie Cannon (Wilkinson), MD, Jigsaw Business Solutions; and Stoytcho Vlaykov, co-founder & MD, Cashwave as our esteemed candidates. We will be lucky to have any one of you.

Have a great week, and enjoy the sunshine - can't wait to see you all on Thursday in your finest attire.



Gail Cohen | Director General, GCVA

GCVA Events



KPMG H1 '23 DATA REPORT WEBINAR
5 SEPTEMBER

A look at the data through different lenses

Automated B2B reaches 50%, up from 40%

Direct
Online
Gift Card Mail

B2C steady, with a decline in In Store, and growth in Gift Card Mail

KPMG Gift Card & Voucher Association

GCVA upcoming events you can't afford to miss. With big announcements and an exciting lineup - see below to register.

CATCH-UP:

Find all past open forums and webinars in the catch-up area of the members' website:

GCVA Hall of Fame Awards '23

Lead Sponsor: Blackhawk Network



ONE WEEK TO GO

GCVA HALL OF FAME AWARDS '23

Gift Card & Voucher Association

BLACKHAWK NETWORK

All set for the GCVA Hall of Fame 2023?

We are super excited to be welcoming you to the most prestigious night in the industry calendar. With just a week to go, we

September KPMG H1 2023

Webinar [here](#)

July Open Forum and Retailer Forum [here](#)

2023 EVENTS:

GCVA Hall of Fame Awards '23

14 September: 18:15 till late

GCVA Connect October Open Forum - Agenda to follow. [Book now](#)

12 October: 12:30-14:00

GCVA Connect Retailer Forum - *Retailers only*

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

GCVA November One Day Summit - *Lead sponsor Everywish* - [Register here](#) (for members & non-members)

9 November: 10:30-17:30, St Mary's Marylebone W1.

Includes: New 'Loyalty & Gift Card' research; keynote speakers including KPMG; Cyber, Fraud, Security & Gift Cards; an up-to-date focus on the Retail environment and more.

Members AGM at 12 pm.

Meeting rooms available.

Exhibition spots available - email members@gcva.co.uk to confirm your stand.

Virgin Experience Days, Cashwave and Everywish are proudly confirmed.

2024 Events:

January Networking & Social

18 January '24 - Join the GCVA for a post-Xmas catch-up and networking. Details TBC

are thrilled to announce all tickets are SOLD OUT!

Delighted to announce Alexis Conran as our special guest for the night.

Best known for his radio and TV show, The Real Hustle, Alexis educates on security and fraud issues, helping protect businesses against scams.

And, back by popular demand, our favourite host and MC, Ben Jones.

When: 14 September, 18:15-01:30

Where: 8 Northumberland Avenue

Special delegate rates are available across 2 hotels with CQ Club Quarters. Click [HERE](#) to book Covent Garden or [HERE](#) to book Trafalgar Square.

Thank you to all our wonderful sponsors:

[Blackhawk Network](#): Lead sponsor & Retailer/Issuer of the Year category sponsor

[Edenred](#): After-party sponsor

Category sponsors:

[Motivates](#): The Big ESG sponsor

[lastminute.com](#): Best Creative Marketing Campaign sponsor

[Prezzee](#): Rising Star of the Year sponsor

GCVA Conference '24

GCVA Conference '24 *Lead*

Sponsor: SVS

6/7 March '24, London. Early bird tickets launching in October.

Industry Events

[IMA Europe London Summit - September 27-28](#)

Use code **GCVA-IMA2023** to unlock your member rate ticket

[The Incentive Awards 2023, London - September 28](#)

[RGCA Forum 2023, Dallas, TX - October 8-10](#) Special rate

[OBEXCO UK & Europe, London - October 18-19](#)

GCVA-KPMG H1 '23 Data Report



KPMG H1 '23 Data report is now available - see [here](#)

Top-level data insight [here](#)

After a mixed 2022, sales of gift cards experienced renewed growth in the first half of 2023, up 8.4%.



Hold the Date: GCVA Conference 2024 - 6/7 March.

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

Early Bird Tickets go on sale early October.

Never too early to enquire about sponsorship opportunities.

GCVA August Consumer Data



The GCVA August Consumer Data report is out now – [Read here](#).

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 particularly strong, at 16.1%, with the Retail sector seeing 8% growth.

Go [HERE](#) to access all the latest data in one place.

GoGift Newsletter Sponsor Content



In a compelling fusion of history, technology, and market trends, [GoGift](#) presents an exploration of interconnectedness.

Drawing parallels between Viking kings, David Bowie's influence, and advancements in technology, the article explores how these seemingly disparate elements come together in a harmonious symphony, emphasizing the significance of strategic connections and collaborations in the modern business landscape. [Read more](#)

Topline insight:

- There are plentiful opportunities for the industry to promote the benefits of gift cards in the current climate
- Amid the impact to employees of the cost-of-living crisis, work benefits and reward schemes represent an effective medium through which to funnel additional financial support
- The proportion of gift card buyers purchasing a physical gift card online increased to 34.4% over July 23, up slightly vs. both June 23 and July 22
- Demand for retail gift cards is being boosted by more experiential and sustainable physical options
- Demand should remain robust among UK consumers choosing to forgo foreign holidays amid cost-of-living pressures

GiftBetter Campaigns



GCVA News & PR



PR activity continues to gain media coverage, with GCVA research and insight generating great results (Cost of Living, KPMG H1 '23, State of the Nation). Read the latest report below.

Coming soon - new 'Loyalty & Gift Card' research and more thought leadership pieces.

And the shiny new GCVA website is underway! Watch this space.

- [August PR report](#)

GCVA in the news:

[Boost in sales as gift cards take starring role in combating cost of living crisis | The Retail Bulletin](#)

[Reward-based incentives key to retention as employees seek way to save | HR News](#)

[Gift card market evolution, from paper to pixel | Straights Research](#)

[Unlock the power of a gift card - the facts! | Shopping Centre Gift Card](#)

Partner News & Events

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

July Campaigns total reach: 79,523. Followers increased across all platforms, increasing the most on X (fka Twitter) with over 1000+ followers gained.

Our giveaway with M&S on (19.7.23) had the highest reach at 16,955 and the highest number of entries at 1,923.

Thanks to the following members who took part in August's Back to School campaigns:

- August 26 - Tesco
- August 27 - WHSmith
- September 2 - lastminute.com
- September 3 - Motivates

[July Social Report](#)

Peak/Xmas campaigns selling fast - secure your spot today by emailing Giftbetter@gcva.co.uk.

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

GCVA Charity '23





The GCVA are delighted to partner with the IMA and you're invited to join them for the IMA Europe London Summit on Sept 27th & 28th at Church House, Westminster. With a secure partner rate.

Click [Here](#) to Book your Tickets

Enter Promo code **GCVA-IMA2023** and click Apply to unlock your GCVA Member rate ticket.

Members News & Moves



M&S' new Liverpool ONE store

[M&S launches its new show-stopping Liverpool ONE store - take a tour! And makes a return to the FTSE 100 next month](#)

Supporting a nationwide network of food banks, providing emergency food, and supporting people facing hardship.

All proceeds from the [GCVA Hall of Fame Awards 23](#) raffle will be donated to support their vital & life-saving work.

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

Together, we can make a difference - financially via food donations and volunteering.



GCVA Job Board

Opportunities at Virgin Experience Days, Tillo, GCVA



- [Virgin Experience Days is hiring for a Marketing Analyst](#)
- [Tillo is expanding into new markets and hiring](#)

[Tillo is now in the land down under - expansion into Australia](#)

Healthy Minds Club announces its first live in-person event, [The Roadmap to a Healthy Mind and a Healthy Workforce](#) (Sept 26).

[And congrats to Kathy Heath, who has been shortlisted for the Female Business Awards | Health & Wellbeing Category on October 20.](#)

[Savvy: Top tips for gift card programme analytics with Eoin Whyte](#)

[Thames Technology to eliminate virgin PVC from all its card production](#)

[Thames Technology's insights on the GCVA-KPMG H1 2023 Data report](#)

[The Charity Shop Gift Card campaign – Free Gift Cards for Families #AGiftCardForGood](#)

[Voucher Express Corporate launches Hobbycraft eGift Card - the largest arts & crafts retailer in the UK](#)

[The Incentive Awards 2023 Shortlist is revealed!](#) Congrats to all GCVA members who have been shortlisted, and good luck!

[National Book Tokens - Counting the cost of customer service \(and how to make yours excellent!\)](#)

BRC-KPMG Retail Sales Monitor



- GCVA has two roles; more info to follow:
 - Managing Director
 - Business and 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



Meet Georgia Wellard, our new Administration Executive.

Hi I'm Georgia Wellard, and I have recently joined the GCVA, taking on the role of Administration Executive. Over the past 4 years, I have worked within the beauty industry, specialising in research, press relations and administration.

I am thrilled to have joined the GCVA team to take a different direction with my career and progress and give myself new challenges. I'm excited to see what the future brings for this



UK Total retail sales increased by 4.1% in August, against a growth of 1% in August '22. This was above the 3-month average growth of 3.6% and in line with the 12-month average growth of 4.1%.

See the full report [here](#).

[Confident consumers boost retail sales](#)

[How retailers are supporting customers during cost-of-living crisis](#)

Divido has uncovered how people are using Buy Now, Pay Later. Learn more about [What do European consumers think about checkout finance?](#)

Insights on Generative AI for Retail – Discover free resources [in the full article](#).

Check out [Generative AI and retail: The revolution is upon us](#) by Browne Jacobson.

On Wednesday November 1, Retail Compass Live will discuss how retailers engage consumers in a multichannel world – [save your spot](#).

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remarkable growing company and honoured to be part of this.



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, Sponsorship and Content
Rhiannon Whitehead | Digital Content & Events Executive
Georgia Wellard | Administration Executive

GCVA Freelance:

Nika Talbot | Copywriter & Newsletters
Amberlie Ross-Scott, Always 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.



Learn more about our
Newsletter Sponsor:

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

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