

GCVA Conference 2025

5-6 March 2025

Agenda Day 1



- 8:30am** **Registration**
- 9:30am** **[Main Stage] Welcome from GCVA & SVS Introduction**
- 10:00am** **[Main Stage] Keynote Speaker, sponsored by lastminute.com**
Rosa Estevez, Deputy Director for Creative Industries, Retail, Hospitality and Consumer Goods, UK Government Department for Business and Trade
- 10:20am** **[Main Stage] GCVA Data Report: KPMG H2 Report & Fireside Member Discussion**
Join us for a discussion of the latest KPMG data with insight from sector experts
Host: Hannah Shimko, GCVA MD | Alistair Cowen, KPMG | Malc Berg, SVS
- 11:00am** **Morning Break (45 mins)**
- 11:45am** **[Main Stage] UK Police Fraud Update**
Hear from the UK police on their latest work on fraud and gift cards
Paul Maskell, UK Finance & City of London Police
- 11:45am** **[Innovation Stage] Gift Card Aggregators Demystified: Insights for Brands and Buyers**
Eric Thiegis, NeoCurrency
- 12:10pm** **[Main Stage] SVS & Fraud Solutions**
SVS brings conference members the latest in solutions to fraud and risk
Mark Willis, SVS
- 12:15pm** **[Innovation Stage] Unlocking the Power of Gift Cards for Disaster Relief and Charitable Giving**
Imagine a gift card that powers recipients during a disaster or supports their favourite causes. This session explores how to integrate disaster relief and charitable giving options into your gift card program.
Panel: Tyron Bennion, Runa | Nadav Grosz, Dots.eco
- 12:35pm** **[Main Stage] Fraud: Gift Card Sector Panel: Management tactics for 2025**
Experts from across our sector discuss the latest threats, risk and how they are navigating solutions
Host: Hannah Shimko, GCVA MD | Shelly Roberts, Sainbury's Argos | Craig Padley, Thames Technology | Katie Jordan, BHN
- 12:45pm** **[Innovation Stage] 'What are Gift Cards without AI?'**
A panel discussion on how AI could be used in the gift card experience.
Panel: Mitch Brody, Gift Card Savant | Matthew Bakal, Ex-Snapchat Product Strategy Head | James Malia, Prezzee



13:05pm Lunch (1h 15 mins)

14:30pm Structured Discussion Group with the GCVA Executive OR Open Networking
This is your opportunity to join a discussion group and share experiences and thoughts on a topic important to our industry, as well as meet other conference attendees. No pre-booking is required, decide on the day which group you'd like to join.

This is also an opportunity for free time to book meetings in with other attendees, please utilise our networking room and pre-book meetings.

15:35pm Afternoon Break (40 mins)

16:15pm [Main Stage] Future of Payments with The Payments Association:
Join the Payments Association as they take us through 7 things you should know about payments in 2025
Tony Craddock, Director General, The Payments Association |
Benjamin David, Editor, The Payments Association

16:15pm [Innovation Stage] Gift Cards = Growth: Why Every Retailer Needs a Gift Card Programme
Panel: Katie Cannon, Jigsaw/Tillo | Christina Pilbury, SVS | Glenn Sizer, Currys

16:45pm [Main Stage] GCVA & Our International Partners Panel
Join us for an insightful session as we discuss key opportunities and challenges in our industry across the globe, and the importance of collaboration in our sector
Host: Hannah Shimko, GCVA MD | Andrew Johnson, President, Incentive Marketing Association (IMA) Europe; Diggecard | Peter Davison, Chairman, Retail Gift Card Association (RGCA); The Walt Disney Company | Jen Brumley, Incentive Gift Card Coalition (IGCC); Fiserv | Volker Patzak, Prepaid Verband Deutschland (PVD); ePay | Wendy Trienen, Chair, Branchevereniging Cadeaukaarten Nederland (BVCNL); BHN

16:45pm Innovation Stage closes

17:30pm Main Stage closes

17:45pm Drinks Reception, sponsored by Runa

GCVA Conference 2025

5-6 March 2025

Agenda Day 2



- 8:30am Registration**
- 10:00am [Main Stage] Welcome from the GCVA**
- 10:10am [Main Stage] GCVA Peak Review with GlobalData**
Join Global Data and sector experts to discuss the review our 2024 Christmas Peak
Host: Hannah Shimko, GCVA MD | Joseph Robinson, Global Data | Annabel Le May, John Lewis Partnership & GCVA Executive
- 10:45am [Main Stage] WiiN x GCVA: Profit, Power, and Perspective**
Why Women Must Be at the Table
Host: Victoria Evans, GCVA Head of Business Development & Engagement | Rocio Liebana, RLC Solutions & WiiN | Jackie Barker, Prezzee, WiiN | Alizja Conteh, GiveX, WiiN
- 10:45am [Innovation Stage] The Impact of Gift Cards: Local Retailers & Small Businesses**
Host: David O'Neill, Miconex | Andrew Goodacre, BIRA | Steve Leigh, PR AgencyOne
- 11:15am Morning Break (40 mins)**
- 11:55am [Main Stage] Levelling Up: The Role of Gift Cards in the Gaming Ecosystem**
Host: Richard Robertson, ePay | Madelein Babey, GooglePlay | Mohit Manglani, EZ Cards
- 11:55am [Innovation Stage] The B2C Gifting Evolution: How to Perfect Gift Cards for Every Channel, Occasion, and Customer**
Host: Adam Hobbs, Lifestyle: Part of Motivates | Elizabeth Johnston, Primark | Mike Peacock, B&Q
- 12:35pm [Main Stage] GCVA Trivial Benefits Campaign 2025: Launch**
Hear from our new agency, WA Comms, on how they will take forward our campaign to increase the trivial benefits allowance.
The WA Comms Team
- 12:35pm [Innovation Stage] Sustainability & Gift Cards for Circular Markets**
- 13:05pm Lunch (1h 15mins)**



14:20 & 15:15pm **Pre booked Roundtable & Open Networking (2 x 45min sessions)**
This is your opportunity to join an in-person session of our ongoing Forums and Working Groups. This will require pre-booking – please look out for more information on the app.

14.20 - 15.05: *International Working Group & Legal & Policy Working Group*
15.15 - 16.00: *Fraud Forum and Retailer Forum (Retailers only)*

This is also an opportunity for free time to book meetings in with other attendees, please utilise our networking room and pre-book meetings.

14:40pm **[Main Stage] GCVA Trivial Benefits Campaign Q&A**
Join GCVA Members and WA Comms to ask questions about the campaign, the benefits for members, and how to get involved
Adam Hobbs, GCVA Executive Co-Chair & Lifestyle part of Motivates |
James Malia, GCVA Executive, Prezzee | Natash Egan-Sjodin, WA Comms |
Chris Ronald, BHN

15:25pm **Afternoon Break (40 mins)**

15:25pm **Innovation Stage closes**

16:05pm **[Main Stage] The Gifting Generation: Innovation and Trends Shaping Emerging Demographics**
Explore the latest insights on how new consumer groups are driving the future of gifting.
Alec Donald, Edenred Payment Solutions | David Wall, Tillo | Federica Foldes, lastminute.com | Scott Aird, BHN

16:35pm **Conference Wrap Up session**

16:55pm **Conference Close**