

## Day 01 Morning Sessions: 09:00–13:00

- 09:00** **Doors Open (09:00–10:00)**
- 10:00** **A Welcome from the GCVA**  
Gail Cohen, Director General, GCVA
- 10:10** **Retail Overview UK 2020**  
Don Williams, Partner, UK Retail Sector, KPMG
- 10:35** **KPMG/GCVA – 2020 Gift Card Data Launch**  
Pete Edmonds, Manager, Data & Analytics, KPMG
- 11:05** **GCVA Inspires with Matt Dawson**  
Sports personality, TV & Radio presenter, Sodexo Ambassador & MBE
- 11:20** **Reflections on the UK Retail & Gift Card Market – 2020**  
**Siobhan Moore, Partner & Global Head of Cards & Payments, Locke Lord LLP & GCVA Executive Board**  
  
Andrew Cregan, Head of Finance Policy, British Retail Consortium (BRC)  
Don Williams Partner, UK Retail Sector, KPMG  
Pete Edmonds, Manager, Data & Analytics, KPMG  
Matt Collinge, Senior Manager, Money & Mobile, Asda & GCVA Executive Board
- 12:00** **Comfort Break**
- 12:15** **Discover the MEA market and opportunities**  
Julie Leblan, CEO, Merit Incentives  
  
Sudarshan Singh, KSA Marketing Manager, Al Futtaim Group  
Debbie Ghillino, Founder & Managing Director, The Incentive Company, South Africa  
Mohamed El Sebaey, Director of Sales & Business Development, SELP Smart Cards & Related Digital Solutions, SELP  
Ibrahim Al-Rashid, Co Founder, Resorts Holding
- 13:00** **Discover – GCVA Connect**  
Networking, GCVA 101, Exhibition & Sponsors Hall, International Zone, Coffee Stop

## Day 01 Main Stage

- 14:00** **Welcome from the Director General & Executive Chair of the GCVA**  
Gail Cohen, Director General, GCVA  
Eoin Whyte, Sales Director, Savvy & GCVA Executive Chair
- 14:10** **GCVA Inspires with Jennifer Chambers**  
GCVA Charity 2021 Macmillan Cancer Support
- 14:25** **Introduction from our lead sponsor SVS**  
Mark Schatz, President, SVS
- 14:35** **GCVA Inspires with Neil Saunders, Managing Director, Global Data**  
US Retail market 2020 round up – now looking to the future
- 14:55** **International retail gift card overview**  
Jenny Parris, Senior VP Sales/Marketing, Product Development, SVS
- 15:15** **Comfort Break**
- 15:30** **The Future of Retail & gift cards**  
**Miranda Graesser, Senior Sales Manager, John Lewis Partnership**  
  
Jenny Parris, Senior VP Sales/Marketing, Product Development, SVS  
Ban Mahsoub, Head of Gift Cards, Tesco Bank  
Eoin Whyte, Sales Director, Savvy & GCVA Executive Chair  
Neil Saunders, Managing Director, Global Data
- 16:00** **GCVA Inspires with Mark Essex**  
Influencer & Commentator
- 16:15** **The DNA of gift cards**  
*How do gift cards link into the emotional DNA of the consumer?*  
**Julie Leblan, Chief Executive Officer, Merit Incentives**  
  
Benita Johnson, Gift Card Program Manager, Pet Smart & IGCC Chair  
Melissa Minkow, Retail Industry Lead, CI&T  
Adam Hobbs, Gift Card Expert & GCVA Executive Deputy Chair  
Tamar de Leeuw, Wonderbox NL & Chair, BVCNL Chair  
Thomas Niedbalski, VP Global Partnerships & Sales, Fiserv
- 17:00** **How do we ensure that the leisure & entertainment market continues to thrive. And how can gift cards be part of your resumption strategy**  
**Todd Tomlin, Managing Director, Consummo Consulting**  
  
Pete Davison, Director, Corporate Alliances, Disney  
Lucio Marazzi, European Partnerships Director & Head of Affiliation, lastminute.com  
Victoria Mazengarb, Partnerships Manager, Mitchells & Butlers  
Peter Friend, Founder & CEO, Global Hotel Card by Expedia
- 17:30** **Day 01 – Wrap**  
Gail Cohen, Director General, GCVA


## Day 02 Morning Sessions: 09:00–13:00

- 09:00** **Doors Open (09:00–9:30)**
- 09:30** **A Welcome from the GCVA**  
Gail Cohen, Director General, GCVA
- 09:45** **Transformation – How gift cards are changing the landscape**  
**Adam Hobbs, Gift Card Expert & GCVA Executive Deputy Chair**  
Steve Leigh, Director, PR Agency One  
Warren Humphries, Head of Gift Cards, Marks & Spencer  
Malcolm Berg, VP, Sales, SVS  
Kathy Heath, Director, Healthy Minds Club
- 10:20** **B2B – The beating heart of industry growth**  
**Declan Byrne, RVP Prepaid Strategy, Blackhawk Network**  
Glenn Sizer, Head of Prepaid Partnerships, Dixons Carphone  
Gareth Gillatt, Co-Founder & CEO, Tillo  
Frank Creighton, Director of Business Development, Appreciate Group  
Jamie Mackenzie, Director of Marketing/Programme Director, Sodexo
- 11:00** **GCVA Inspires with Sian Sutherland**  
Sian Sutherland, Co-founder, A Plastic Planet
- 11:30** **Looking forward to Peak 2021 – Can we plan?**  
**Ben Jones, Partner & Affiliate Director, Sodexo Benefits & Rewards Services, GCVA Executive Board**  
Leeroy Pye, Group CCO, Nitecrest  
Heather Rogers, Senior Director eCommerce, Blackhawk Network  
Matt Collinge, Senior Manager, Money & Mobile, Asda & GCVA Executive Board  
Liam Howard-Jones, Head of Marketing, Virgin Experience Days
- 12:15** **Growing your existing business in MEA**  
Julie Leblan, Chief Executive Officer, Merit Incentives
- 13:00** **Discover – GCVA Connect**  
Networking, GCVA 101, Exhibition & Sponsors Hall, International Zone, Coffee Stop

## Day 02 Main Stage

- 14:00** **Welcome from the Director General & Executive Chair of the GCVA**  
Gail Cohen, Director General, GCVA  
Eoin Whyte, Sales Director Savvy & GCVA Executive Chair
- 14:10** **GCVA Inspires with Jennifer Chambers**  
GCVA Charity 2021 Macmillan Cancer Support
- 14:15** **The Future of Retail transition to consumer commerce**  
*Why is it changing and what is it changing to?*  
Paul Martin, Chairman Global Retail Group & UK Head of Retail, KPMG
- 14:35** **State of the Nation UK Research 2021**  
Joseph Robinson, Director of Consulting, EMEA, GlobalData Retail
- 14:55** **GCVA Inspires with George Anderson, Wellbeing & Performance Expert**  
How to manage your energy  
Your physical, mental and emotional energy can have a tremendous impact on how you feel and perform through the day
- 15:10** **Comfort Break**
- 15:25** **The Future Consumer**  
As the technology evolves and data becomes ubiquitous how will the future shopper make decisions?  
**Holly Glowaty, EVP of Merchants, Prizeout**  
Joseph Robinson, Director of Consulting, EMEA, GlobalData Retail  
Kim Anderson, Managing Director, Jigsaw  
Andrew Jenkins, CEO & Founder, PDX  
Aron Alexander, CEO, WeGift  
Peter Eliassen, Retail Partnerships Head, West Europe, Google Play
- 16:05** **GCVA Inspires with Tessa Unsworth**  
How successful innovation in gift & payment comes from user demand
- 16:15** **The Future of Payments**  
*The role of the gift card business in payments innovation*  
**Tessa Unsworth, Chief Commercial Officer, PPS & GCVA Executive Board**  
Matt Howe, Managing Director EMEA, Blackhawk Network  
Daniel Holden, CEO, Trust Payments  
Roly Gordon, Senior B2B Partnerships Manager, New Look  
Andries Smit, CEO & Founder, Upside
- 16:45** **Day 02 – Conference close**  
Gail Cohen, Director General, GCVA  
Eoin Whyte, Sales Director, Savvy & GCVA Executive Chair

# GCVA 101 – On Demand

- Sponsored by 
- PR Building Your Brand**  
Steve Leigh – PR Agency One
- Starting a Gift Card Programme**  
Brian Dunne – Gift Card Consulting  
Jackie Barker – Barker Consultancy
- Sustainability – What does it mean for us?**  
Graham Lycett – Green Gift Cards
- UK Legal Landscape**  
Siobhan Moore – Locke Lord
- B2B – New to the Market and Growing your Existing Business**  
Andrew Johnson – Diggecard  
Andrew Johnson – Hemingways
- How to Grow E-commerce Sales in a Changing Market**  
Heather Rogers – Blackhawk Network
- Out of the Box**  
Gareth Gillatt – Tillo  
Glenrose Harwood – Blackhawk Network  
Adam Hobbs, Gift Card Expert – GCVA
- SVS Digital Solutions**  
Joey Froedge – SVS
- Wellness – Cultivating a Healthy Mind**  
Kathy Heath – Healthy Minds Club
- The Rise of Multi Choice Gift Cards**  
Simon Birch – Appreciate Group  
Dave Walsh – Blackhawk Network  
Colin Munro – Miconex
- Become a Member of the GCVA**  
Eoin Whyte – GCVA Executive Chair
- Everything You Need to Know About the MEA Market**  
Julie Leblan – Merit Incentives