



GCVA
Connect '21
Global
Conference

Agenda

Day 01

Lead Sponsor



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
Tom 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



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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
Jamie Mackenzie, Director of Marketing / Programme Director, Sodexo
Malcolm Berg, VP, Sales, SVS
Kathy Heath, Director, Heathy 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**
Joesph 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

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 Froedje – 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