

Day 1 Agenda



08:30 Registration

09:30 Welcome from GCVA

Gail Cohen, Director General, GCVA
Siobhan Moore, Partner, Keystone Law & GCVA Executive Co-Chair
Adam Hobbs, Head of Retail Partnerships, Redu Group & GCVA Executive Co-Chair

09:45 A word from our Lead Sponsor

Mark Schatz, President, SVS

09:50 An overview of the Retail Environment UK

Don Williams, Partner, Retail Sector, KPMG UK

10:20 Stateside Retail Overview

Neil Saunders, Managing Director, GlobalData Retail

10:35 Gift Card Industry '21
KPMG/GCVA Data Report

Alastair Cowen, Manager, Data & Analytics, KPMG UK

11:05 Break

12:00 Panel: Reflections on the Wider Retail
Environment & Gift Card Industry

The most challenging trading period in living memory is slowly returning to normal, but what is that 'new normal' and what do brands need to do to reach post pandemic fitness levels for the road ahead? This panel discuss these key areas and more

Chair: Eoin Whyte, Sales Director, Savvy

Panel: Helen Dickinson, CEO, British Retail Consortium (BRC)
Miranda Graesser, Senior Gift Card & Sainsbury's Energy Manager
Don Williams, Partner, Retail Sector, KPMG UK

12:40 SVS International Overview

How has the gift card performed across the world?
This session will share insights and global data

Jenny Parris, Senior Vice President, Global Marketing,
Product Development, and European Sales, SVS

13:00 Lunch

14:15 Charity Spot: win a £500 lastminute.com gift card

14:25 State of the Nation 2022

Launch and highlights of the annual GCVA white paper and research insight, delivered by GlobalData

Joseph Robinson, Director of Consulting, GlobalData

14:45 Panel: Know Your Audience, who is the
Real Customer?

That is a very good question, and one many of us in the gift card industry have not really considered in the past. Isn't it time we as an industry not only caught up, but got ahead of the curve?

Chair: Glenn Sizer, Head of Pre-Paid & Subscriptions, Currys

Panel: Josh Graham, Airtime Rewards, CMO & Co-Founder;
Victoria Mazengarb, Digital & Trading Marketing Manager, Mitchells & Butlers;
Jilly Cross, MD & Founder Bravand, UX, Web Digital Products;
Joseph Robinson, Director of Consulting, GlobalData

15:25 Break

15:55 Panel: The Continual Rise of B2B and the Role
of Loyalty

B2B has continued to be the dominant channel in the last two years. The rise in incentives, rewards and recognition has made gift cards the product of choice. Are gift cards also the answer to brand loyalty?

Chair: Alex Preece, Co-Founder & CEO, Tillo

Panel: Stephen Bailey, Head of Propositions, Top Cashback;
Katie Wilkinson, Managing Director, Jigsaw Business Solutions;
Lauren Goldgrub, General Manager of Recognition, Benefex;
Paul Francis, Senior Manager, Tesco Gift Cards;
Heather Rogers, Senior Director, eCommerce, Blackhawk Network

16:35 Panel: International Overview – The Global
Gift Card Space

Gift cards continue to grow across the world. New territories are opening and the flexibility and agility of this product is being recognised globally. Let's hear how from the panel

Chair: Julie Barbier-Leblan, Founder & CEO, Merit Incentives

Panel: Rob Coulstock, Commercial Development Director, EMEA, InComm Payments;
Charlotte Münchenberg, Director of Sales, GoGift;
Thomas Niedbalski, Vice President Gift Solutions, Fiserv Global Sales & Partnerships;
Anna Uprichard, Vice President, Commerce, EMEA, Blackhawk Network

08:30 Registration

10:00 Welcome from GCVA

Gail Cohen, Director General, GCVA

10:15 Key note speaker: Marion King; Payments Expert, Chair of the Advisory Board, Payments Association, Payments Transformation: Embracing the Digital Age

Marion is recognised by the banking industry as a payments pioneer and a highly accomplished business leader. She has extensive experience across the financial service industry, with an exemplary track record of driving growth through innovation and change

10:45 Panel: Payment Innovation & the Role of the Gift Card

The payment eco system is moving at a rate of knots. Are we really heading for a cashless society? What's next in payments? Can gift cards be at the forefront of the payment revolution? This discussion will focus on this and so much more!

Chair: Richard Robertson, Regional Director UK, epay
Panel: Marion King, Payments Expert, Chair of the Advisory Board, Payments Association; Paul Swinton, CEO, Founder b4b payments & Chair, PIF; Mark Willis, Chief Technology & Innovation Officer, SVS; Ban Mahsoub, Head of Money Services, Tesco Bank

11:30 Break

12:10 Guest Speaker: Mark Essex, Director of Skills, KPMG 'Which Way's Up'?

Mark explores the change in buying habits and behaviour – how we shop, how we travel, how we work. Do we know 'which way's up'?

12:30 Panel: Gift Cards Can be a Donut?

Over the last few years, gift cards have grown beyond just #gifting to helping us understand how to interact with other experiences, easily donate to a non-profit, and even buy #cryptocurrency. They can hold value for certain products, so you can treat yourself... to a donut!

Chair: Holly Glowaty, Chief Partnership Officer, Prizeout
Panel: James Malia, Managing Director UK, Prezzee; Colin Munro, Managing Director, Miconex; Sarah Cox, Co-founder & Head of Support Sector Partnerships, The Charity Shop Gift Card; Paul Wickers, Founder & CEO, Huggg

13:15 Lunch

14:30 Charity Spot: Donate to win a £500 lastminute.com gift card

14:40 Case Study Session: Positively Leisure & Entertainment

The leisure entertainment industry came up with fantastic initiatives and innovation during the pandemic – responding at pace. This session will discuss the hardest hit sector across our industry. We ask some of the leading brands what they did to keep business going during Covid

Chair: Adam Hobbs, Head of Retail Partnerships, Redu Group & GCVA Executive Co-Chair
Panel: Andy Stone, Head of Reward Sales UK & Ireland, Opia; Lucio Marazzi, Director of Partnerships, Lastminute.com; Victoria Mazengarb, Digital & Trading Marketing Manager, Mitchells & Butlers

15:15 Break

15:50 Panel: The Future, the Answer is Gift Cards

Three of the gift cards most prominent players join us for the final session of the conference; Telling us why... the answer is gift cards!

Chair: Steve Leigh, Director, PR Agency One
Panel: Malcolm Berg, VP Business & Account Development, SVS, Matt Howe, Managing Director, EMEA, Blackhawk Network, Thomas Niedbalski, Vice President Gift Solutions, Fiserv Global Sales & Partnerships

GCVA101 Day 1 / 2 + on-demand

New to the industry? Want to understand the impact gift cards can have on your business? Or, want to catch up with all the latest updates – head to GCVA101

1 The Gift Card eco-system

Kim Dinan, Managing Director, Clarity Gift Card Consulting; Malcolm Berg, VP Business & Account Development, SVS; Rob Coulstock, Commercial Development Director, EMEA, InComm Payments; Tina Sergiou, Consumer Gift Card Manager, Marks & Spencer; Eoin Whyte, Sales Director, Savvy; Katie Wilkinson, Managing Director, Jigsaw Business Solutions; James Holman, Head of B2B Retail Partnerships, Reward Gateway; Alex Preece, CEO & Co-founder, Tillo

2 B2B or B2C – That is the Question!

Adam Hobbs, Head of Retail Partnerships, Redu Group; Andrew Johnson, CEO UK, COO Group & Director, Diggecard; Frank Creighton, Director of Business Development, Appreciate Group; Tamar de Leeuw, CEO, Wonderbox

3 Building Your Brand: Engaging and Reaching Customers

Steve Leigh, Director, PR Agency One; Sarah Froggatt, Managing Director, Our Little Agency; Victoria Mazengarb, Digital & Trading Marketing Manager; Mitchells & Butlers

4 Going International – What You Need to Know

Malcolm Berg, VP Business & Account Development, SVS; Julie Barbier-Leblan, Founder & CEO, Merit Incentives; Holly Glowaty, Chief Partnership Officer, Prizeout; Richard Robertson, Regional Director UK, Nordics, Russia, Turkey, EPAY Worldwide

5 ESG – What is ESG and Why is it Important to Your Business

Siobhan Moore, Partner Keystone Law & GCVA Executive Co-Chair; Kathy Heath, CEO Healthy Minds Club; Benita Johnson, Senior Gift Card Manager, Home Chef & President, IGCC; Jonas Granas, Head of Sustainability, Holmen Iggesund Paperboard

6 Prevention and Protection: Fraud and Security

Tessa Unsworth, Group ePMO Director, EML Payments; Paddy Beagan, GM/VP Sales EMEA, Vesta Payments; Mark Willis, Chief Technology and Innovation Officer, SVS; Caroline Watson, Founder CEO Voucherline; Kate Duncley, Head of Solutions Consulting, Lexis Nexis

7 Open loop, closed loop – cardboard box!

Matt Collinge, Senior Manager Asda Money and Mobile, Asda

8 Legal & Legislation

Siobhan Moore, Partner Keystone Law, & GCVA Executive Co-Chair