

# UK Gift Card & Voucher Association Conference 2018

7 & 8 March '18

UK **gift card**  
& voucher association

CONFERENCE 2018

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# Welcome to the UKGCVA Conference 2018



**Eoin Whyte**  
Executive Chair  
— UKGCVA

On behalf of the hard working UKGCVA Executive Committee, I'd like to extend a warm welcome to all delegates, exhibitors, and sponsors today. It has been a hectic and fascinating twelve month period that has seen a very solid industry performance against an otherwise fairly flat 12 months for the economy. Today's conference is slated to be our biggest and most ambitious event to date with an expanded two day format, which we hope gives you more time to connect with colleagues and contacts and the opportunity to sit and absorb excellent insights from an impressive array of speakers and panellists. As ever, I would urge you to engage with our very supportive exhibitors and sponsors during the day to hear more about their business offerings, this event wouldn't be possible without their support.



**A word from conference  
lead sponsor, SVS**

SVS are proud to share the stage with the UKGCVA as the lead sponsor for the 2018 Annual Conference. This year marks our third as lead sponsor – a clear statement of our support for the Association and the valuable work it does in our sector. The UKGCVA's Annual Conference is one of the most important dates in our industry's annual calendar. It provides unparalleled opportunities for everyone working in the gift card and voucher market to share best practice and learn from each other. SVS have been leaders in the prepaid industry for more than 25 years. We remain at the forefront by building strong relationships with our customers and promoting new technology and innovation in all areas from fraud mitigation to card processing and reporting. Our wealth of experience is supported by our research and provision of gift cards, promotions and incentives, both physical and virtual for B2B and B2C programmes throughout the world. The UKGCVA's Annual Conference provides an excellent opportunity for us all to share our knowledge and learn from each other. We are excited to attend the Conference and further strengthen the connections we have throughout this exciting market sector. [www.storedvalue.com](http://www.storedvalue.com)



**Gail Cohen**  
Director General  
— UKGCVA

Welcome to UKGCVA Conference 2018. Last year you told us you wanted more breakout groups and more time to network, as well as the opportunity to discuss key issues with colleagues and partners. Initially, I had no idea how we would fit all that into one day – yet the answer was there staring us in the face! Welcome to the two day UKGCVA conference – including not one, but two drinks receptions! This year the conference takes us on a journey to the future and back, focusing on: innovation, consumers, international, B2B and key industry topics such as VAT, legislative pressures, fraud, B2B growth. Also, latest trends, and what you, the industry think.

Last year the membership grew to over 85 members and we are still growing! We had a Summer Party and Hall of Fame Awards, multiple member's meetings, social events, breakfasts. We formed a Fraud & Security Group, continued to engage with Government and Treasury, we also discussed and debated VAT yet again. The Gift Better platform was launched, offering members a chance to reach and engage with more consumers on all social platforms – we reached half a million people in the first month! We produced The Top Ten Top e-guide to Gift Cards and we want to do more. More to ensure this industry continues to grow, innovate and thrive. I am very much looking forward to the conference and to the future.

# Information

## Become a member

Join the UKGCVA. To find out more  
[info@ukgcva.co.uk](mailto:info@ukgcva.co.uk) 0207 692 0636

## Win a £250 Thomas Cook Gift Card

Start the afternoon off with the promise of an exotic break – and donate to our 2018 charity.

## Coffee Cart

Zeek & UKGCVA have pleasure in offering you complimentary barista coffee. Other hot drinks are available.

## Visit the UKGCVA Stand

Meet the team, find out about the UKGCVA and what's coming up in the next few months.

## Complimentary wi-fi code — Get Online

Network name: **UKGCVA2018**  
Password: **Zeek2018**

## Sli.do event code

To vote, ask questions and interact with speakers and panels, download the Sli.do app or join online at [www.sli.do](http://www.sli.do) Sli.do Code: **#UKGCVA**

## Twitter

Join the conversation throughout the day:  
**@UKGCVA #UKGCVA2018**

## Timings

Please make sure you are seated promptly, so we can run to time. We would also ask that you clear the main conference room during breaks and lunch.

## We love your feedback

Look out for an email from the UKGCVA straight after the conference via survey monkey or please access via: [www.surveymonkey.com/r/ukgcva2018](http://www.surveymonkey.com/r/ukgcva2018)

## Win a Harrods Hamper

It's as easy as falling of a log – pop your business card into the bucket by the UKGCVA stand, for the chance of winning a Harrods hamper. Make sure you are here to the end to be in with a chance of winning.

## Ask The Expert

Your questions answered – from VAT to Fraud & Security; B2B to Customer engagement. Visit the stand in the exhibition area.

## Charity

Please give generously throughout the day and support Alzheimer's Society, this year's conference charity, as voted for by UKGCVA members. Donate online at: [www.justgiving.com/fundraising/ukgcva](http://www.justgiving.com/fundraising/ukgcva)



# Day 1

# Workshops Agenda

Times	7th March
13.00 — 13.50pm	<b>VAT/Legislation</b> — Chair: <b>Andrew Johnson</b> , CEO, NGC Group Europe Panel: Siobhan Moore, Global Head of Cards & Payments, Locke Lord; Jim Wilkinson, Tax Partner, PWC; Quentin Bradshaw, Branch Head: VAT & Financial Services & Insurance Premium Tax, HM Treasury.
14.00 — 14.50pm	<b>Fraud &amp; Security</b> — Chair: <b>Lee D'Arcy</b> , Sales & Business Development, Cifas Panel: Executive Chair UKGCVA & Sales Director, Savvy; Mark Willis, CIO & SVP Technology & Innovation, SVS; Jon Dixon, Head of Gifting, Sales & B2B, Argos.
15.00 — 15.50pm	<b>Service Provider/Supplier Only</b> — Led by: <b>Eoin Whyte</b> , Executive Chair UKGCVA & Sales Director, Savvy Panel: Nick Cahn, MD, CPI Europe; Ben Jones, Partner & Affiliate Director, Sodexo; Martin Cooper, Head of Sales, Park Group; Malcolm Berg, Sales Director UK & Ireland, SVS.
16.00 — 16.50pm	<b>Retailer/Issuer Only</b> — Led by: UKGCVA executive members: <b>Tom Lincoln</b> , Head of Business, M&S and <b>Gary Simpson</b> , Senior Business Development Manager, Amazon. Panel: Jon Dixon, Head of Gifting, Sales & B2B, Argos; Martin Alden, Head of Commercial Development, Wyevale Garden Centre; Vicky Mazengarb, Digital Partnerships & Marketing Manager, Mitchells & Butlers; Chris Pentland, Head of B2B, Wickes.
17.00 — 18.30pm	Welcome Drinks in the Atrium.

<b>Spotlight Stage</b>	In the exhibition area next to the UKGCVA stand. Informal presentations and innovations delivered by our sponsors, gold and silver exhibitors.
<b>Ask the Expert Sponsored by Reward Cloud</b>	Meet the industry experts from legal to VAT, B2B, innovation and more. Next to the UKGCVA stand in the exhibition area.
<b>Networking &amp; Meeting Sponsored by Zeek</b>	Networking and meetings dedicated space and of course, a coffee cart!

# Day 1

# VAT & Legislation



**Chair: Andrew Johnson**  
CEO, NGC  
— Group Europa

Andrew Johnson is CEO of National Gift Card Europe, a division of the US-based National Gift Card, which specialises in the sales, marketing and fulfilment of gift cards and e-vouchers.

Andrew was Director General of The UK Gift Card and Voucher Association from 2006 to 2015. As well as managing the Association he was spokesperson for the industry, working with the media and the UK government. In July, 2015 Andrew was honoured with the UKGCVA's Lifetime Achievement Award and named to the organisation's Hall of Fame by a vote of its members.

His greatest motivation is his two children and he is a big fan of Walt Disney who he considers to be one of the greatest business motivators ever.



**Jim Wilkinson**  
Tax Partner  
— PWC

Jim is a Tax Partner at PwC specialising in VAT. He has nearly 30 years' VAT experience and leads PwC's Retail & Consumer tax business where he has a wealth of experience in advising clients on VAT and tax matters. Jim has had an active role in the Treasury's voucher industry working party aimed at harmonising the treatment of vouchers across the EU.

**Quentin Bradshaw**  
Branch Head: VAT & Financial Services  
& Insurance Premium Tax HM Treasury

Quentin Bradshaw is Head of the branch of the HM Treasury VAT team responsible for the VAT policy on financial and insurance services and Insurance Premium Tax policy. The Branch has responsibility for the revised VAT rules for vouchers and Quentin was head of the UK delegation during negotiations on the amending EU Directive. Quentin joined HM Customs & Excise in 1988 and worked in VAT control and VAT policy (mostly on partial exemption). In 1999 he joined the HM Customs International Team and was subsequently seconded to the VAT Unit at the EU Commission in Brussels for three years, where he was responsible for the Commission's policy on VAT exemption and deduction, and the organisation of the VAT Committee. He moved to the Treasury in 2004.



**Siobhan Moore**  
Global Head of  
Cards & Payments  
— Locke Lord & UKGCVA  
Executive Member

Siobhan Moore is the head of Locke Lord's Cards and Payments Team. She advises clients on niche payment solutions through the financial regulatory maze. Clients may be new to the payment services sector, seek counsel on product or business developments or want to ensure their contractual structures protect their business from the outset and as their business evolves. Siobhan works with retailers, mobile phone operators, financial institutions, e-money issuers, programme managers and resellers to bring their products to market. She liaises with regulators, drafts and reviews B2B/B2C agreements, advises on product structure and business strategy and runs workshops.

# Day 1

# Fraud & Security



**Chair: Lee D'Arcy**  
Director, Sales &  
Business Development  
— Cifas

Lee has over 20 years' experience in data, credit risk and fraud prevention. He is responsible for the growth strategy working to increase memberships, geographies and data sets that enhance fraud detection. Before joining Cifas Lee held previous positions at EY, Dun & Bradstreet and Lloyds Banking Group.



**Eoin Whyte**  
Executive Chair UKGCVA  
& Sales Director — Savvy

Eoin is responsible for all customer acquisition and customer retention activities across Savvy's direct sales and reseller channels. Savvy operate two secure cloud-based platforms, Connect Core and Connect Drive. Core is the processing engine powering over 400 gift card programmes in the UK and Europe, while Drive is the recently launched next generation B2B gift card procurement platform.



**Mark Willis**  
CIO & SVP, Technology  
and Innovation — SVS

Mark Willis is the CIO and SVP of Technology and Innovation for Stored Value Solutions. He is responsible for the company's product and technology roadmaps and is a leader in fraud prevention techniques and solutions.



**Aron Alexander**  
Founder & CEO  
— WeGift

Serial entrepreneur with a background in technology, retail and payments. CEO and founder of WeGift, an award winning, market leading global gift card platform.



**Jon Dixon**  
Head of Gifting, Sales  
& B2B — Argos

Jon Dixon is a retail b2b specialist, experienced in b2b procurement, rewards, loyalty, gift card and product development. With over 20 years sales and relationship management experience, Jon has used a straight talking and transparent approach to deliver long term solutions to clients and partners. Jon is currently leading the commercial, product and digital transformation of the Argos gift card and pre paid category in both the b2b and consumer markets. Valuing a good work life balance, Jon is married to Gemma, dad to two teenage sons, and a father to be in July this year. Jon's interesting fact is that he is a graffiti artist who has painted in London, New York, and regularly in his native north east England.

# Day 1

## Service Provider



**Moderator: Eoin Whyte**  
Executive Chair UKGCVA  
& Sales Director — Savvy

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**Malcolm Berg**  
Sales Director UK  
& Ireland — SVS

Malcolm has been the Sales Director for UK with SVS for over 2 years now, with the responsibility for New Client acquisition in the UK and ROI. Previous to SVS, Malcolm has enjoyed a successful Senior Sales Leadership career, initially in Retail Financial Services with the likes of AVIVA and latterly in payments as the Director of Merchant Services with Ukash; before taking up his role at SVS.



**Ben Jones**  
Partner & Affiliate Director  
— Sodexo Benefits  
& Rewards Services  
UKGCVA Executive Member

Ben joined Sodexo 6 years ago after 15 years sales & marketing experience within the FMGC sector and now concentrates on developing and building relationships within the B2B sector across Employee Benefits, Incentives & Recognition, Consumer Promotions and Loyalty as well as Government Services.



**Nick Cahn**  
Managing Director  
— CPI Europe

Nicholas Cahn has served as Managing Director of CPI Europe since 2008. From 2000 to 2008, Nick was Director of the Card Division for Oakhill plc and then Managing Director of PCC Services Ltd., before its acquisition in 2008 by CPI. Prior to this, he spent 15 years with Group Bull of France, serving as Director of International Sales in their smartcard division in Paris, Smartcard Business Unit Director in London, and Vice President of a joint venture with Dai Nippon Printing in Tokyo. Nick holds a business studies degree from Thames Valley University and is an alumnus of Bull's Executive Advanced Management Course and the European Executive Training Program in Japan.



**Martin Cooper**  
Head of Sales  
— Park Group

Martin is the Head of Sales for Love2shop Business Services, the b2b division of Park Group Plc. Martin joined Love2shop 11 years ago after a previous 14 years of sales, marketing and product management experience elsewhere in the R&R arena. His role now, with more than a little help from 'The Team', is to recruit, retain and network the heck out of a client base of over 30,000 business that use love2shop to engage both staff and customers. Love2shop Business Services provides the web-based platforms, reward choices, fulfilment, marketing services and general 'nous' to make their staff, customer or channel partner schemes a success.

# Day 1

## Retail Issuer



**Moderator: Thomas Lincoln**  
Head of Business  
— M&S & UKGCVA  
Executive Member

New to the Gift Card Industry having focused my early career in Supply Chain Management & Online Delivery Development. I now head up all things Gift Card & Business to Business for Marks and Spencer.



**Moderator: Gary Simpson**  
Senior Business  
Development Manager  
— Amazon & UKGCVA  
Executive Member

I have been involved in the UK Gift Card industry for 20 years, holding senior business development and leadership positions in retail gift cards, loyalty and B2B teams at various companies including Dixons Retail, Argos, Barclaycard, Quidco and now in my current role with Amazon. I have been a member of the UKGCVA for most of that time and seen the industry develop from paper vouchers, into plastic cards and now very exciting digital propositions.



**Martin Alden**  
Head of Commercial  
Development — Wyevale  
Garden Centre

Martin is a gift card veteran, having launched Kingfisher, Signet, Wickes and Wyevale into the B2B industry. He currently heads up the Commercial Division of Wyevale Garden Centres, including new technology payment platforms, omnichannel development and gift card programme management across B2B, Retail & Online. He sits on the RBTE advisory panel and the EPA Project Retail Forum, as well as advising on retail EPoS development strategy for payments.



**Victoria Mazangarb**  
Digital Partnerships &  
Marketing Manager  
— Mitchells & Butlers

Victoria joined M&B in 2014, from Pets at Home where she lead the digital marketing function for their Vets4Pets brand. Initially in a digital marketing role at M&B, Victoria moved over into the M&B marketing innovation team in 2015 to take up the role of Partnerships Manager. This encompassed management of the gift card programme across the M&B portfolio of brands as well as other areas such as card-linked marketing, pre-paid affiliates etc.



**Jon Dixon**  
Head of Gifting, Sales  
& B2B — Argos

Jon Dixon is a retail b2b specialist, experienced in b2b procurement, rewards, loyalty, gift card and product development. With over 20 years sales and relationship management experience, Jon has used a straight talking and transparent approach to deliver long term solutions to clients and partners. Jon is currently leading the commercial, product and digital transformation of the Argos gift card and pre paid category in both the b2b and consumer markets. Valuing a good work life balance, Jon is married to Gemma, dad to two teenage sons, and a father to be in July this year. Jon's interesting fact is that he is a graffiti artist who has painted in London, New York, and regularly in his native north east England.



**Chris Pentland**  
Head of B2B — Wickes

Chris has operated in the retail Gift Card/Voucher sector for over 20 years with major UK retailers and now Heads the B2B operation for Wickes. The GC sector is an important growth area as it supports both the serial DIYer who understand the benefits of using a real time load card for efficiency and savings. And, the occasional DIYer that just needs to get a job done. We partner we major UK agencies as well as niche vertical market sectors. I strive to continually offer a service that is Quick, Easy and Certain ensuring my business partners and customers get the best possible service.

Times	8th March
08.00 — 09.00	Breakfast — <i>Sponsored by Incomm</i> Meet & greet in the Atrium
09.00 — 09.10	Welcome — <b>Gail Cohen</b> , Director General, UKGCVA & <b>Eoin Whyte</b> , Executive Chair UKGCVA & Sales Director, Savvy
09.10 — 09.15	A word from our lead sponsor, <b>Sarah Poynter</b> , UK Account Director, SVS.
09.15 — 09.55	Opening speaker – The Future is Now: How the Collision of Bits & Bytes is Transforming Your World. <b>Greg Williams</b> , Editor-in-chief, WIRED. Q&A.
09.55 — 10.35	Panel discussion – The Future of Retail – What has changed in the last 12 months? What are the key issues and what do they mean for the industry? Chair: <b>Mark Essex</b> , Director of Public Policy, KPMG.
10.35 — 10.50	Industry Insight – 2018 Gift Card Industry research findings, presented by <b>Eoin Whyte</b> , Sales Director Savvy & UKGCVA Chair
10.50 — 11.25	Break
11.25 — 12.20	How does the Gift Card Industry ensure it is keeping up with buying habits and channels? <b>Dana Al Salem</b> , Founder & CEO FanFactory, provides an overview of the consumer environment, followed by a panel discussion.
12.20 — 13.00	Panel discussion – Innovation in Payments and how it can help transform the Gift Card market in partnership with Emerging Payments Association. (EPA) Chair: <b>Tony Craddock</b> , Director General, EPA.
13.00 — 14.10	Lunch

14.10 — 14.20	Introducing Alzheimer's Society. UKGCVA Charity 2018 – <b>Lyndsay Wood</b> Community Fundraiser
14.20 — 14.50	Keynote speaker – Fulfilment for the Future: How You Bring the Retailer Promise to Reality. <b>Prof Neil Ashworth</b> , CEO, CollectPlus.
14.50 — 15.30	Panel discussion – The role of Gift Cards Globally. Chair: <b>Gail Cohen</b> , Director General, UKGCVA & an international panel discuss the key differences between the markets and what's happening across the world.
15.30 — 16.05	Break
16.05 — 16.45	Panel discussion – What strategies will be required for the Gift Card Industry to maintain and grow its B2B performance and success? Chair: <b>Declan Byrne</b> , Group Director, One4all.
16.45 — 17.15	UKGCVA's Got Talent – members share their new innovations, 3 minutes each against the clock. You decide the winner!
17.15 — 17.30	Close & prize draw
17.30 — 18.30	Drinks reception in the Atrium <i>sponsored by Incomm</i> . All welcome.

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[blackhawknetwork.com](http://blackhawknetwork.com)



Thousands of brands trust Blackhawk Network to engage and grow loyalty, productivity and sales.



Our gift cards, egifts, rebate, loyalty and employee programs have created rewarding experiences worldwide for over 17 years.

## Day 2

## Speakers



**Greg Williams**  
Editor-in-Chief  
— Wired Magazine

Greg Williams is a leading authority on technology trends and the ways they impact business and society. As editor-in-chief of WIRED, Greg meets the innovators, thinkers, scientists, entrepreneurs and creatives who are changing the world and writes on a variety of subjects, including innovation, technology, business, creativity and ideas. A journalist and author of five novels, Greg formerly served as the executive editor of WIRED for seven years before taking the publication's helm. He possesses a unique combination of storytelling expertise and an in-depth knowledge of the future of technology and entrepreneurship. This enables him to transform complex information into entertaining and accessible insights that prepare audiences for what's coming next. Greg primarily speaks on what's new and what's next and how businesses and brands can best prepare themselves for what's coming.



**Eoin Whyte**  
Executive Chair UKGCVA  
& Sales Director — Savvy

Eoin is responsible for all customer acquisition and customer retention activities across Savvy's direct sales and reseller channels. Savvy operate two secure cloud-based platforms, Connect Core and Connect Drive. Core is the processing engine powering over 400 gift card programmes in the UK and Europe, while Drive is the recently launched next generation B2B gift card procurement platform.



**Dana Al Salem**  
CEO — Fan Factory

Dana has been at the forefront of digital media since 1994 when she co-founded Clockwork, a Stockholm based multimedia and award winning agency that built the first interactive platforms online. Dana is the Founder & CEO of FanFactory Ltd, a consumer lead generation and consumer intelligence tech agency. FanFactory assists various industry sectors, including media, sports, retail, property, restaurant franchises, luxury brands and government, to find future audiences, accelerate audience growth and focus on increased sales through higher audience engagement rates. FanFactory specializes in finding and converting online consumers into fans and fans into consumers. FanFactory was awarded the Tech 100 Insider award 2013 as top 100 tech companies in the UK.



**Neil Ashworth**  
CEO — Collect Plus

Neil joined Collect Plus, the UK's largest independent store based parcel network as CEO in early 2013. He has been at the forefront of digital developments in retail for over 15 years. Neil subsequently took accountability for the Yodel brand, marketing and commercial functions in November 2017 through his appointment as Chief Commercial Officer. Before joining Collect+/Yodel, Neil worked as a business advisor to several blue-chip UK retailers and fulfilment businesses following a period at Tesco, where he was a member of the small team that created the Tesco Direct business and was a member of the tesco.com board. Prior to Tesco, Neil held senior positions at Woolworths, Hallmark Cards and CWS. He was recently named as the recipient of the Sir Robert Lawrence Award, a lifetime achievement recognition made by the CILT in recognition of pioneering and innovative contribution to digital retailing.



**Chair: Mark Essex**  
Director of Policy  
— KPMG

Mark uses critical thinking, an analytical approach and a focus on the customer to come at questions from a different angle. He now applies these skills to understanding public policy and the opportunities it provides for business and government clients. Since 2014, Mark has been thinking about Brexit and on March 1 he forecast the result for Leave with between 51% and 53% and now leads an intelligence and analysis team who are researching the impact of Vote Leave on our clients.



**Helen Dickinson OBE**  
CEO, British Retail  
Consortium (BRC)

Helen leads the team and sets the strategic direction of the BRC. She joined in January 2013 and has been working with retailers for over 25 years. She is also a judge of the Everywoman Retail Ambassadors Programme and was previously Chair of Working Chance, a charity helping women offenders find employment between 2012 and 2016. Helen was previously UK Head of Retail at KPMG, driving and developing the retail practice and leading relationships and audits for many clients. Helen was awarded the OBE in 2016 for Services to Retail.



**Paul Martin**  
Head of Retail  
— KPMG

An experienced international business professional with over 15 years' experience in advisory, research and analytics focussed on the retail and consumer goods sectors. Paul was previously the Group Managing Director at Planet Retail. He has also worked in the retail sector for T-Mobile Stores in Germany in Merchandising & Store Operations. Paul co-chairs the KPMG/Ipsos UK Retail Think Tank as well as the European Retail Think Tank Next Generation Retail. He teaches retail best practice for GS1 the global retail standards organisation and is a regular event speaker and press commentator on the sector.



**Tamira King**  
Marketing & Retail  
— Academic

Tamira is an experienced retail and marketing lecturer and course director of MSc Retail Management and MSc Strategic Marketing, previously at Cranfield School of Management. Tamira has created postgraduate Retail Masters programs together with creating a retail advisory board. Tamira is specialist Senior Lecturer and researcher and author in the areas of retail management and consumer behaviour. Tamira has publications in consumer behaviour from academic journals to book chapters, a Harvard Business Review Blog, and articles on her research have featured in various magazine publications, from Cosmopolitan to The Economist. Tamira has been on the radio many times covering current retail stories.



**Tim Mason**  
CEO — Eagle Eye

Tim has been CEO of Eagle Eye since September 2016, joining as Chairman in January 2016. He has over 30 years' experience within the grocery and retail industries, with a strong background in strategic marketing and customer loyalty. Previously Tim was a managing director at Sun Capital Partners and Chairman of Bonmarché Holdings plc from 2013 to 2015. Prior to that he was Deputy CEO at Tesco from January 2010 to December 2012. He held a number of other roles within the Tesco Group between 1982 and 2012 including CMO for Tesco and CEO of Fresh & Easy LLC.

Tim spearheaded Tesco's bid to crack America, and was responsible for the expansion and operations of 150 stores US wide. Throughout his career at Tesco, he was renowned for being in touch with the customer, and instrumental in the creation of some of Tesco's most successful marketing initiatives (Clubcard, Express, Personal Finance and Tesco.com).

He is also currently Chairman of Starcount and a Director of Its Fresh Ltd and Purple.



**Chair: Dana Al Salem**  
CEO — Fan Factory

Dana is the Founder & CEO of FanFactory Ltd, a consumer lead generation and consumer intelligence tech agency. FanFactory assists various industry sectors, including media, sports, retail, property, restaurant franchises, luxury brands and government, to find future audiences, accelerate audience growth and focus on increased sales through higher audience engagement rates. In May 1996 Dana co-founded Yahoo! Europe. She managed European operations, developed cross platform diversified revenue streams. Dana then moved into Television in 2002 and managed the launch, programming, rebranding, and scheduling alignment of Sky Italia, MBC, ITV, where she specialized in On Air audience retention.



**Chris Grace**  
Director, Content  
— Blackhawk Network

Chris started working in the gift card industry in 2005 when he was running Coinstar, who launched the UK's first gift card programme with WH Smith back in 2006. They were acquired in 2010. In 2014 Chris launched Samba Days in the UK, launching their first gift card in 2015. Samba Days was acquired by Blackhawk in 2016, where Chris is now Director of Content for Europe West. Chris and his team are responsible for driving existing Card Partner sales as well as looking at new content opportunities and business initiatives that support BHN's growth strategy. Chris is married with two grown up sons and enjoys his weekends playing the drums with his band, Union Square.



**Kitty Newman**  
Director —  
Trapeze Media

With 10 years experience working in Online Marketing across all sectors and on award-winning campaigns Kitty founded Trapeze Media to concentrate on social media marketing. Since 2016 Trapeze Media has worked with brands such as UKGCVA to launch their #GiffBetter campaign, Radisson Hotels, HIX Restaurants and Searcy's to drive traffic, sales and engagement through social. When she's not online Kitty is flying high on a trapeze dreaming of being in the circus, or dressed as a bumble bee spreading the importance of nature and conservation to children.



**Madeleine Babey**  
Head of Retail  
Partnerships  
— Google Play

Madeleine has worked in the prepaid space over the last 10 years, holding various positions at iTunes and consulting for partners such as Facebook. She joined Google Play in 2013 to take up the challenge of launching the Play Gift Card Programme across EMEA. Madeleine heads up the EMEA Retail Partnerships team whose mission is to enable consumers to pay for digital content with cash. Now live in 19 countries across EMEA, building innovative programmes to excite users and deepening retail partnerships is something Madeleine is passionate about growing Google Play's gift card programme further.



**Neil Ashworth**  
CEO — Collect Plus

Neil joined Collect Plus, the UK's largest independent store based parcel network as CEO in early 2013. He has been at the forefront of digital developments in retail for over 15 years. Neil subsequently took accountability for the Yodel brand, marketing and commercial functions in November 2017 through his appointment as Chief Commercial Officer. Before joining Collect+/Yodel, Neil worked as a business advisor to several blue-chip UK retailers and fulfilment businesses following a period at Tesco, where he was a member of the small team that created the Tesco Direct business and was a member of the tesco.com board. Prior to Tesco, Neil held senior positions at Woolworths, Hallmark Cards and CWS. He was recently named as the recipient of the Sir Robert Lawrence Award, a lifetime achievement recognition made by the CILT in recognition of pioneering and innovative contribution to digital retailing.

## Day 2

## Innovation



**Chair: Tony Craddock**  
Director General —  
Emerging Payment  
Association (EPA)

An enthusiastic business leader of the UK's most influential trade association in payments, a lively public speaker and avid networker, Tony is passionate about payments.

He's an evangelist for the difference emerging payments can make to lives everywhere. Whether writing blogs, chairing panel sessions at conferences, writing white papers or enrolling CEOs in his mission, Tony shares knowledge derived from over a decade in payments.

He is a director, investor and adviser to many payments companies. He also sits on the Bank of England's RTGS Blueprint Advisory Body. Tony conceived and launched the Emerging Payments Association (EPA) in 2012, where he is Director General. The EPA promotes the UK as global hub for payments innovation and the interests of the EPA's 110+ members such as MasterCard, JCB, Vocalink, Amazon and Fiserv.



**Alex Zeltzer**  
General Manager  
& COO — Zeek

Alex is General Manager and COO for Zeek, responsible for executing its vision and business plans. Alex is a 20 year veteran of the Israeli high-tech market, and has scaled a number of businesses as CEO and GM, including arizone.com (an online farmers' market) and Dassault Systemes Israel (the leading provider of Product Lifecycle Management software).



**Laurence Krieger**  
Chief Operating Officer  
— Tide Bank

Tide is the online current account for small and medium sized businesses. Krieger has more than 12 years of experience working in senior roles at fast-growing fintech start-ups. Prior to Tide, he was COO of Revolut, where he helped to rapidly scale the business from initial start-up to over 800,000 customers. He was previously founder and CEO of payment business Cobalt where he delivered high profitability and grew annual revenues to more than £100m. He launched one of the first prepaid cards into the UK with Moneysupermarket and has also held senior roles at Yahoo! UK and IE.



**Julian Sawyer**  
Chief Operating Officer  
— Starling Bank

Julian oversees business operations, including payment systems, card operations, customer service, human resources and supplier relationships. Julian also runs Starling Payment Services, a division offering Sponsorship to Faster Payments & SEPA. Julian is a Board Member at Faster Payments. Sawyer worked as a management consultant at Andersen Consulting (now Accenture) and EY, specialising in large-scale transformation in the cards and payments industry. After many years as a consultant, joining Starling gave Julian the opportunity to put all his learnings into practice, to build a bank with an amazing team of true professionals.



**Rob Coulstock**  
Director of Financial  
Services and Partnership  
— Incomm in Emea

Rob has over 20 years experience covering the whole breadth of the Gift Card industry. During this time Rob has been involved in the Management of B2B and B2C Gift Voucher, Gift Card and eGift Card programs, sales and distribution. He has extensive experience in the provision of Gift Card related services to retailers, agencies and processors throughout Europe and was a leading voice on Digital developments and technologies back in 2011/2012 with Giftango (Now InComm Digital Solutions). More recently Rob has been responsible for InComm's open loop Visa and Mastercard products "Vanilla" and supporting the ever-expanding emerging payments landscape.



**David Rowley**  
Future Payments —  
Barclaycard International

Dave is part of the Barclaycard Future Payments team, whose objective is to drive innovation to accelerate Barclaycard's strategy. Dave brings insights into how the broader payment trends are being embraced by the large UK banks. Before Barclaycard Dave worked for BT, launching new products such as BT Sport and BT Mobile.

## Day 2

## International



**Chair: Gail Cohen**  
Director General  
— UKGCVA

Gail is proud to be the Director General of the UK Gift Card & Voucher Association the membership association and trade body representing the industry. Gail's background includes brand building, sponsorship, marketing & communications and has worked across a number of sectors from education to the environment; film to retail. She was Executive Director of Marketing, Audiences & Communications at the British Film Institute for 5 years where she repositioned the organization and re-developed the membership scheme. She has chaired the Young Actor's Theatre Islington for over 10 years.



**Claire Morris**  
Managing Director  
& Co-founder  
— Prezzee Pty Limited

Prezzee is revolutionising the Australian Gift Card market. It is Australia's largest marketplace for digital Gift Cards allowing consumers to buy, send, store and redeem digital Gift Cards all from their mobile device. Designed to solve the pain points of sending Gift Cards in bulk, Prezzee now services the B2B market with Prezzee Business, a self service platform designed to send 1000's of Gift Cards in a few simple clicks. With consumer and business facing platforms, Former Art Director of Marie Claire, Claire has received multiple design awards, is passionate about sustainability and very pleased Prezzee can help reduce the usage of traditional plastic Gift Cards.



**Jenny Parris**  
Senior Vice President  
of Global Marketing &  
Product — Stored Value  
Solutions (SVS)

Jenny is an entrepreneurial Sales and Marketing leader with more than 10 years' experience managing sales, marketing, go-to-market strategy, customer and prospect growth, and strategic partnerships. Jenny understands the Gift Card marketplace inside out and her ability to take research and best practice to create practical solutions for retailers has enabled many major SVS clients to maximize their business potential.



**John Butcher**  
Head of Corporate Sales  
— Decathlon

John has worked for DECATHLON for 17 years, starting in retail where he opened companies 6th store and Lakeside in 2005 as Store Manager. In 2006 John took responsibility for UK level management of Operations, before taking charge of Communications and Marketing in 2011. Since 2015, John has been the UK Head of Corporate responsible for growing sales in corporate markets as well as developing the UK's gift card programme, launching the online site and a new B2B Gift card site.

In 2017, the UK division launched a new concept for selling gift cards which has proven to be hugely successful, allowing customers to share their love of sports with friends and family by choosing from one of 70 sports-themed designs. This has led to the UK being the fastest growing country worldwide in sales of Gift cards and E-gift cards for the key Christmas period.



**Nicholas Dargan**  
VP Client Development  
— First Data

Nick has over 25 years client management and sales experience in the Retail Payments and Financial Services sectors and has been with First Data since 2006. As VP Client Development, has responsibility for a portfolio of clients across UK/EMEA with a product mix of Credit, Debit, ATM and Gift Solutions.

Prior to joining First Data, Nick was 8 years at Creation Financial Services - Head of Client Development - overseeing some of the UK's top performing retail storecard & loyalty programmes. Various marketing based roles preceded this, including 11 years as Joint MD of a design agency specialising in retail marketing including storecards and POS finance.



**Chair: Declan Byrne**  
Group Director  
— One 4 All

I am a prepaid payments veteran of 20 years covering travel, mobile prepaid, gifting and rewards. I am Group Business Development Director for the One4all Group which is the brand owner of the leading consumer facing multi store gift card, the One4all Gift Card. I am also managing Director of our groups' emoney issuance company GVS Prepaid Limited.



**Gareth Gillatt**  
Co-founder & CEO  
— Reward Cloud

A successful entrepreneur that has made it his mission via Reward Cloud to redefine the gift card industry. A true pioneer of API based real time open value transactions that has consequently become widely adopted throughout the industry. Now regarded as the market leader in digital and B2B; his approach and opinions are refreshing (albeit controversial at times) as the industry undergoes some fundamental shifts.



**Jamie Mackenzie**  
Marketing Director  
— Sodexo

Jamie, Director of Marketing, joined Sodexo Engage in November 2013. Over the last 15 years, Jamie has worked in senior roles within blue chip organisations to build his experience in both business and consumer marketing. At Sodexo Engage, Jamie leads the Marketing Department, with responsibility for strategy, product and service development, brand management, lead generation, digital marketing and client/consumer communications.



**Karl Vogeler**  
Commercial Manager,  
B2B — Tesco

A Tesco stalwart, Karl has been with the UK retailer for 22 years and over that time has held many managerial positions both in Retail, Head Office and Tesco Bank. He joined the Gift Card team in 2013, heading up Tesco B2B for the UK and Ireland. During his time Karl has overseen the launch of the Tesco digital gift card, the first UK Supermarket to do so, as well as establishing the brand within the UK and Ireland B2B markets. In his spare time, Karl enjoys playing golf, cooking and spending time with family and friends.



**Mark Scanlon**  
CEO — The  
Personal Group

Appointed Group Chief Executive at Personal Group in December 2011, Mark has spent most of his career in growing businesses particularly in the technology space. Having gained a degree in electronics from the University of Limerick in 1990, he spent time working with companies such as Schlumberger, Viasystems, BAE Systems, Dyson, where he established and then led their Commercial Division, and more recently FMG Support where he was Chief Executive of this outsourced service provider to the Fleet Industry. In his four year tenure at FMG Support, the business grew by more than 100% and featured in both the Times Top 100 places to work and the Times Track 100 Buyout listings.



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# Sponsors



## SVS

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SVS is a leading global provider of gift card and stored value services. As a pioneer in the market, we are committed to be the best at measurably increasing client sales with superior stored value products and services. With 20 years of industry experience, our team of more than 300 professionals has cultivated expertise in:

- Gift cards
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## Zeek

### Networking Sponsor

Zeek is Europe's largest marketplace for consumers to buy and sell gift cards. Savvy shoppers enjoy face value discounts on hundreds of leading retail brands, and those with unwanted gift cards can quickly and securely turn them into cash or exchange them for a preferred brand.

As well as a highly regarded website and apps, Zeek has built world-class anti-fraud technology to regulate and protect secondary market trading. High marketplace liquidity has recently allowed Zeek to launch its own Zeek Choice e-gift currency, with more B2C and B2B solutions in the pipeline.

Launched in 2015, Zeek has a team of 60, with offices in Tel Aviv and London. The business is venture-backed and grew 7x year-on-year in 2017, with vibrant marketplaces in both the UK and Germany.

[www.zeek.me](http://www.zeek.me)



## First Data

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First Data (NYSE: FDC) is a global leader in commerce-enabling technology, serving approximately six million business locations and 4,000 financial institutions in more than 100 countries around the world. The company's 24,000 owner-associates are dedicated to helping companies, from start-ups to the world's largest corporations, conduct commerce every day by securing and processing more than 2,800 transactions per second and \$2.2 trillion per year.

[www.firstdata.com](http://www.firstdata.com)



## Incomm

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Leveraging deep integrations into retailers' point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 500,000 points of retail distribution. Whether those consumers are activating prepaid products, paying bills, enjoying real-time discounts through a membership card, purchasing digital goods in-store or adding funds to an online account, InComm is there to provide unique gift-gifting opportunities, cater to on-the-go shoppers, deliver added value through loyalty programs and serve cash-based consumers. [www.incomm.com](http://www.incomm.com)



## Prepay Solutions

### Registration Sponsor

PrePay Solutions (PPS) is a leading, global prepaid services company trusted by brands such as Debenhams, Sainsbury's, New Look, Thomas Cook and Ticketmaster to design, implement and manage prepaid programmes including gift cards, multi-wallet solutions, prepaid debit cards, banking solutions, travel money cards, corporate cards, insurance cards, rewards cards, loyalty cards, staff cards, promotional cards, saver cards, warranty cards, trade in cards, corporate expense and product specific cards. PPS is jointly owned by Edenred, the world leader in prepaid corporate services, and Mastercard Worldwide, a global technology company and payments industry leader. [www.prepaysolutions.com](http://www.prepaysolutions.com)

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## Thomas Cook

Thomas Cook Group plc. is one of the world's leading leisure travel groups with sales of £7.8 billion in the year ended 30 September 2016. Thomas Cook is supported by 22,000 employees and operates from 16 source markets. [www.thomascook.com](http://www.thomascook.com)



## Blackhawk Network

### Contributing Sponsor

Blackhawk Network is a prepaid and payments network, a market leader in card-based financial solutions and the largest provider of third-party prepaid cards. Blackhawk Network develops unique products in easy to use formats and delivers them to consumers through an exclusive retail network of leading grocery, mass, drug, convenience and speciality retailers in the United States, Canada and the United Kingdom.

[www.blackhawknetwork.com](http://www.blackhawknetwork.com)



## Green & Black

Green & Black's chocolate was founded 25 years ago on sustainable and ethical cocoa sourcing principles, we believe that great taste comes from the finest ingredients. [www.greenandblack.co.uk](http://www.greenandblack.co.uk)



## Reward Cloud

## Reward Cloud

### Ask the Expert Sponsor

Reward Cloud is a digital gift card network pioneering the ability for 100's of brands in the U.S, EU and UK to drive more sales and gain greater insight through its transparent network. Reward Cloud's distribution partners have access to the single largest digital inventory available, allowing them to drive substantial volume for Reward Cloud's retail partners. All of this is managed through their single API in real time.

[www.reward.cloud](http://www.reward.cloud)



## Harrods

Corporate Service at Harrods is renowned for exquisite, personalised gift solutions, sourced from the iconic store's 330 departments. Known for going the extra mile when it comes to sourcing the perfect gift to help motivate colleagues and enhance business, Corporate Service at Harrods has access to an extraordinary range of luxury goods and experiences. [www.harrods.com](http://www.harrods.com)

# Exhibitors



SVS is a leading global provider of gift card and stored value services. Leaders in the prepaid industry for more than 20 years, remaining at the forefront, embracing and promoting new technology and innovation.

We offer flexible technology and superior analytics that enable our clients to achieve maximum sales along with customer acquisition and retention for long-term business growth.

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One-stop-shop for all your gifting and incentive needs! SVM Global is the leader in gift cards, digital and prepaid solutions. We support many of the leading incentive and motivation companies and their programmes. SVM Global handles the sales, marketing and distribution of gift cards and digital in the UK, ROI, Europe and worldwide for 150 leading online and high street retailers, as well as popular leisure and activity providers.

[www.svmglobal.com](http://www.svmglobal.com)



WeGift's leading-edge technology connects brands and buyers from across the globe to enable real-time transactions of e-gifts as a new form of digital currency. We deliver new capabilities and new use cases for digital e-codes, inspiring the next generation of businesses to use e-gifts as their pay-out method of choice.

[www.wegift.io](http://www.wegift.io)

# Gold Silver Bronze



Europe's leading supplier of plastic cards and services, CPI are experts in plastic and board card production, as well as print related products, bureau services, transactional mail and gift card holders. CPI offer complete card, mail and fulfilment services supported by a dedicated and professional team. Committed to quality in everything we do whilst being environmentally friendly, CPI has an impressive track record with key national retailers, loyalty companies, membership schemes and the telecoms industry.

[Uk.cpicardgroup.com](http://Uk.cpicardgroup.com)



Thames Technology develops, manufactures, personalises and distributes payment, gift, loyalty and commercial cards. Whatever size your programme, we are your strategic partner of choice.

[www.thamescardtechnology.com](http://www.thamescardtechnology.com)



We Are proud to be the first recruitment firm specialising in finding all levels of personnel for the Gift Card, Incentives, Loyalty and Rewards industry.

We are always learning and evolving, moving with this unique and forever changing industry; continuously educating ourselves to stay ahead of the rest. We have successfully sourced Account & Business Development Managers, Digital Marketing Managers, Partnership Managers through To Leadership & Business Directors

[www.giftcardrecruitment.co.uk](http://www.giftcardrecruitment.co.uk)



Nitecrest have over 25 years experience in the plastic card industry manufacturing cards for gift, loyalty and banking in the UK and exporting to over 140 countries worldwide. A dedicated gift card, loyalty and membership specialist synonymous with the fastest lead-times and highest service levels in the industry. Nitecrest have a wealth of plastic card printing and manufacturing experience, producing over 5 million cards, on site, on a daily basis, offering a turnkey solution delivered directly to consumer, bulk to stores or via distribution centres. Nitecrest hold the ISO 27001 security stamp, and are proud winners of The Queen's Award for International Trade.

[www.nitecrest.com](http://www.nitecrest.com)



## Papeterie de Mandeuire

Thanks to its papermaking expertise, Papeterie de Mandeuire, a French papermill, offers a specific set of paper ranges, ecological and innovative in response to the new demands of the luxury packaging and the food packaging markets. As part of its eco-friendly approach, Papeterie de Mandeuire has developed Ginkgo®, a biodegradable, compostable card, FSC® certified. This is a real alternative to plastic cards (PVC/PP) for the customer loyalty markets (gift cards, loyalty cards).

[www.mandeuire.com](http://www.mandeuire.com)

# Partners

To find out about future opportunities to sponsor, exhibit and partner with the UKGCVA please contact us at [info@ukgcva.co.uk](mailto:info@ukgcva.co.uk)



Bandwidth Recruitment is an independent provider of permanent, contract and interim staff specialising in the cards & payments sector. [www.bandwidthrecruitment.com](http://www.bandwidthrecruitment.com)



The go-to trade association for all UK retailers, promoting the story of retail, shaping debates and influencing the issues that matter to the industry. [www.brc.org.uk](http://www.brc.org.uk)



A thriving community of payments professionals whose goals are to strengthen and expand the payments industry to benefit all stakeholders. Since 2004 we have been instrumental in helping to connect the eco-system, encourage innovation and profitable business growth. [www.emergingpayments.org](http://www.emergingpayments.org)



Offers the latest news in employee benefits, rewards, incentive programmes and recognition. Discover the best employee engagement platform, learn about communicating your incentives or the latest tech in the HR space. [www.incentiveandmotivation.com](http://www.incentiveandmotivation.com)



Loyalty Magazine is the most widely read title on customer retention. It covers loyalty as a broad concept, reward programmes, affinity, customer insight and CRM. [www.loyaltymagazine.com](http://www.loyaltymagazine.com)



Mercator Advisory Group is the leading independent research and advisory services firm focused on the payments and banking industries. [www.mercatoradvisorygroup.com](http://www.mercatoradvisorygroup.com)



The RGCA is the only nonprofit trade association that represents exclusively the closed-loop gift card industry. The membership is comprised of large regional and national brands that operate in the closed-loop gift card space, along with a variety of service companies that provide marketing, technical and other support to the gift card sector. [www.thergca.org](http://www.thergca.org)



PIF is a principal trade association for the prepaid industry. We believe that prepayment is a responsible way to pay for goods and services. [www.prepaidforum.org](http://www.prepaidforum.org)



Vendorcom Europe is a multi-stakeholder business community that connects seekers, solvers and shapers in the European payments industry. It has helped shape the collaborative/competitive landscape in payments since launching in 2003 and has developed its reputation over the past 14 years by establishing itself as Europe's definitive forum. [www.vendorcom.com](http://www.vendorcom.com)

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- networking opportunities, events and annual conference
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# 2018 UKGCVA Members events

**24 May**  
Member's meeting

**5 July**  
Summer Party & Hall of Fame Awards

**7 November**  
AGM & Member's Meeting

**12 December**  
Christmas social

Other dates to be announced throughout the year. Please look at the members area of the website & newsletters for up to date information.

# Thanks to

The UK Gift Card & Voucher Association would like to say a huge thank you to:

UKGCVA team; Natasha Russell (event producer), Jade Viera, Nicci Talbot, Patricia Heywood – Conference team: Vicki Watson, Lysa Yafet, Kitty Newman and the rest of our fantastic conference staff and volunteers – Rostrum PR: Nick Bolshaw, Max Daniels, Katie Best – Our Place (designers): Ted Heffernan, Alex Gross, Jai Wellala Vilson – Video: Umut Gunduz, – Web designers: Philip Jansseune & Steve Goddard – IT Ridgeon Network: Chris Ridgeon – Technical team: Peak Hire, Charity: Alzheimer's Society.

The UKGCVA Executive: Ben Jones, Dave Walsh, Eoin Whyte (Chair), Gary Simpson, Gareth Gillatt, Siobhan Moore, Glenrose Harwood, Adam Hobbs, Tom Lincoln (Deputy Chair), and Gail Cohen (Director General).

And to all of our speakers, panellists, sponsors, partners, exhibitors and delegates.





# See you next year!

March 6 & 7 '19  
Grange Tower  
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