

What

The UKGCVA's annual conference is a key date in the industry calendar. Bringing together all stakeholders in the sector, to learn, debate, promote and network; a day for everyone, members, non-members and organisations keen to know more about the industry. This is the perfect platform to share new ideas, innovation and best practice and to focus on increasing engagement and loyalty with target markets. The UKGCVA is the UK trade body for gift cards, vouchers and digital.

When

Wednesday 2nd March 2016

9am – 6pm including drinks reception

Where

Lancaster London Hotel, Lancaster Terrace, London W2 2TY

Special delegate rates for the Lancaster London on 1st March 2016 available by quoting UKGCVA2016 online via www.lancasterlondon.com, [E book@lancasterlondon.com](mailto:Ebook@lancasterlondon.com), **T +44 (0) 20 7551 6110**. Superior City View Room - Single £192 / Double £207

Who

Up to 300 attendees including retailers, gift card printers, digital processors, motivation agencies, leisure operators, gift card mail providers, professional bodies and government agencies.

2016 Delegate Rates

UKGCVA member rate

£175 per delegate

Special rate

£299 per delegate

General delegate rate

£399 per delegate

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To find out about partnering, sponsorship or exhibiting at the UKGCVA 2016 conference or to see a list of companies currently involved please click here:

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UK Gift Card & Voucher Association is the UK trade body representing gift vouchers and gift cards. The association represents the key players in the gift voucher and gift card markets, worth over £5bn per year in the UK. Membership of the association is open to any company selling gift vouchers or gift cards and to companies that offer support services. As well as leading high street retailers, members include hotels, experience companies and incentive agencies along with service providers such as gift card processors and vouchers printers.

Become a member here: www.ukgcva.co.uk/becomeamember

Or contact us at: UK Gift Card & Voucher Association 71-75 Shelton Street Covent Garden London WC2H 9JQ

T +44 (0)207 692 0636 **E** info@ukgcva.co.uk **W** www.ukgcva.co.uk

UK Gift Card & Voucher Association - Conference Programme 2016:

A fantastic line-up of retail and industry experts, representing a diverse range of views and expertise. Panel discussions provoking lively debate and interaction. Q&As providing the opportunity for audience participation.

Morning	<p>Key note speaker Return to sender: How could retailers and consumers get more from gift cards? Sarah Pennells, Journalist, Broadcaster and Founder of SavvyWoman</p> <p>Overview of the retail landscape 2015/16 Dr Tamira King, Senior Lecturer and Course Director, MSc Retail Management at Cranfield University</p> <p>Customer gift card insight - SVS Data report highlights 2015 - UKGCVA</p> <p>How innovation changes today's consumer working, shopping eco system and experience Dana Al Salem, CEO and Founder of Fanfactory</p> <p>How is the industry responding to consumer habits, what changes need to take place, what does this mean for the industry? Panel: Chair, Brian Dunne, Managing Director SVM Global</p> <p>Insight through analytics Martin Squires, Head of Customer Insight, Boots</p>
Afternoon	<p>Update and overview of current activity, including legislation UK Gift Card & Voucher Association</p> <p>Building a customer-centric brand Laura McCracken, UK Country Manager, Corporate Gift Cards, Amazon</p> <p>Cards, convenience and change – adapting to giving in the digital age Peter Ernst, International Card and eCommerce Manager for Starbucks Coffee Company</p> <p>Innovation and the industry, how to energise the market Panel: Chair, Andrew Johnson, CEO, NGC Europe</p> <p>UKGCVA's Got Talent – Members' innovation showcase</p>

Speakers

<p>Sarah Pennells Journalist, Broadcaster and Founder of SavvyWoman</p>  <p>Sarah Pennells is a financial broadcaster, journalist and author with over 20 years' experience working across television, radio, web and print. She is the founder and editor of the UK's leading finance website for women called SavvyWoman.co.uk and is a presenter on the financial radio station, Share Radio.</p>	<p>Peter Ernst International Card and eCommerce Manager for Starbucks Coffee Company</p>  <p>Peter has 20 years marketing experience with an emphasis in direct response, digital product management, and website content testing and targeting. Prior to Starbucks, Peter served as Director of Analytics and Optimisation for WPP's digital agency POSSIBLE and has led global programmes that improve message effectiveness and drive online conversion rates.</p>	<p>Dr Tamira King Course Director of the MSc Retail Management Cranfield University</p>  <p>Tamira created the current Retail program in 2013 with a retail advisory board to ensure the program contains up-to date modules and current thinking. Tamira is specialist 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 various magazine publications.</p>
<p>Laura McCracken UK Country Manager, Corporate Gift Cards, Amazon</p>  <p>Laura McCracken's role includes the B2B business which helps companies to acquire new customers, enhance customer loyalty, reward employees and streamline cash disbursements and the B&M channel which offers customers choice through retail gift card malls. Prior to joining Amazon, Laura was an executive search partner focused on the payments and convergence space.</p>	<p>Dana Al Salem CEO and Founder of Fanfactory</p>  <p>Dana has been at the forefront of digital media since 1994 when she co-founded Clockwork, a Stockholm based multimedia and award winning agency. In May 1996 Dana co-founded Yahoo! Europe, built the Yahoo! Europe production team and implemented the roll-out of 40 online services. Dana is CEO of Fanfactory, a consumer lead generation and consumer intelligence tech agency.</p>	<p>Martin Squires Head of Customer Insight, Boots</p>  <p>Martin is a highly experienced customer and marketing analytics professional, with 25 years of experience helping blue chip organisations drive value from building a deeper understanding of their customers. Selected in 2015 as a member of Data IQ Big Data 100, described as "the definitive list of industry leaders with the furthest-reaching influence, greatest responsibility, meaningful experience and ground breaking knowledge in data and analytics".</p>

Full speaker profiles here

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