

Gift Cards, Gift Vouchers, E-Vouchers – Capitalising on the Upstream
UK Gift Card & Voucher Association Conference 2010
 Wednesday 21st April 2010 Lancaster, London W2 2TY



AGENDA

8.30am	Conference registration Opens for Delegate Registration Coffee & Danish served in the Exhibition Hall
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9.30am	Welcome Gilles Cocoli from title sponsor PrePay Solutions
9.40am	The Market Today General Retail Overview Joanna Perry, <i>Acting Features Editor, Retail Week</i> As an Editor of the UK's leading retail magazine, Joanna has a unique insight into retailing trends in the UK. She gives us an overview of the state of retail today and her views on future retailing trends.
10.10am	Retailing Around The World, Learning from International Trends Brendan Dorrian, <i>Global Retail Network</i> With a clear understanding of modern, global retailing, Brendan has the experience and knowledge to reflect the changing face of retail on a global basis. Brendan's presentation will feature the innovations and trends on the global retail platform, trends which will help develop knowledge and understanding of other retail markets offering opportunities for gift cards, vouchers and e-vouchers to be seen as an internationally recognised gifting currency?
10.40am	Prepaid Gifting in the UK – What's It Worth & Who's The Customer? Amanda Farrell, <i>ASDA</i> Penny Wylie, <i>ActionPoint Marketing Solutions</i> Andrew Johnson, <i>UK Gift Card & Voucher Association</i> When it comes to prepaid gifting some would argue there are two customers to satisfy, the purchaser and the redeemer. What is the synergy between these two customers, which customer is the most important in your product make up and how are these customers' needs changing? The UKGCVA Market Research Group profiles the typical customer along with identifying buying and redeeming trends for prepaid gifting products. Each quarter Issuer members of the UKGCVA submit their gift card, gift voucher and e-voucher sales to Ernst & Young who formulate trend analysis for the industry which in turn feeds into the British Retail Consortium Quarterly Retail Trends Report. Understanding the scope of the UK market is key to the success of many new entrants as well as establishing the whole sector as a commercially attractive sales stream in any retailer, leisure operator or restaurateurs' business plan.

11.00am	Morning Coffee – served in the Exhibition Hall. Time for networking and meeting exhibitors.
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11.45am	Breakouts Begin – Delegates choose to attend Session 1 or Session 2	
	Session 1	Session 2
	<p>Building the Basics – vouchers, gift cards or e-vouchers, where do I begin? <i>Session chair: Rachelle Smith, PrePay Solutions</i></p> <p><i>Through presentation and representation of case studies delegates will gain an understanding of how to build sustainable prepaid gifting products.</i></p>	<p>Capitalising on the Basics – how to move your prepaid gift program to the next level <i>Session chair: Mark Simon, Prepaid Pioneer</i></p> <p><i>Every month brings new opportunities and developments in prepaid gifting. Which are real, commercial and viable and which should form part of your future strategy?</i></p>
11.45am	<p>Prepaid Gifting - an introduction & jargon buster <i>Tony Craddock, Global Prepaid Exchange</i></p> <p>Like all industries we thrive on jargon, the aim of this session is to blow out the jargon and concentrate on the fundamental basics of establishing a gift voucher or gift card programme. Industry expert, Tony Craddock, takes us on an introductory journey.</p>	<p>General Purpose Prepaid Cards, why should they matter to you? <i>Natasha Toothill, Visa</i></p> <p>With a gift card and a gift voucher you are a member of the prepaid market. There are many other streams in prepaid, with experience in prepaid gifting and the business to business sector as well as Visa, Natasha explains the benefits of a general purpose prepaid cards and how your business might take advantage of emerging opportunities.</p>
12.05pm	<p>System, IT and hardware requirements for operating gift vouchers <i>John Botterill, Cognitronics</i></p> <p>Once you have an understanding of the commercial benefits of gift vouchers you'll need to get the right equipment to get you started. Whilst the printing of your vouchers will be facilitated by a professional voucher printer, the redemption process may burden administration staff. Using the latest technology from Cognitronics will ensure your gift vouchers are redeemed and accounted for, making the best use of staff time.</p>	<p>Legislation and tax, what do I need to be aware of? Emoney & VAT with restricted and open loop gift cards <i>Robert Courtneidge, Salans & Toby O'Reilly, Ernst & Young</i></p> <p>With pending changes at the European Union affecting both Emoney and VAT this session takes a more in depth look at how these two pieces of legislation might affect your business and also shape future business opportunities.</p>
12.20pm	<p>System, IT and hardware requirements for operating gift cards <i>Tessa Unsworth, PrePay Solutions</i></p> <p>Still looking to launch a gift card? You'll need to understand the basic system requirements to get the best out of your programme. You may already have the necessary hardware required operating in your stores; this session will give details of the different ways to connect and process. Already got a programme, then this session will ensure you are making best use of the technology available.</p>	<p>The synergy between prepaid gifting and enhanced product promotions <i>Steve Bradbery, Ceridian SVS</i></p> <p>Changing consumers' behaviour can be challenging. Gift cards can be an effective tool to drive incremental spend and store visits. With the correct technology and know how in place learn how your gift card scheme can measurably increase your revenues and profitability.</p>
12.35pm	<p>Legislation and tax, what do I need to be aware of? Emoney & VAT with gift vouchers and closed loop gift cards <i>Siobhan Moore, Salans & Toby O'Reilly, Ernst & Young</i></p> <p>Getting bogged down in legislation and legalities can seem cumbersome and threatening to your business. An overview of the relevant legislation will give an insight into the basics of what you need to know to run a successful scheme.</p>	<p>Mobile Prepaid Gifting – a new revolution? <i>Rebekka Rea, Swipe Mobile</i></p> <p>Hailed as the new replacement for paper and plastic is mobile gifting a step too far? Integrating technology and accepting a code via a mobile phone might seem light years away, but the technology is here and your business could benefit from new consumers who carry their mobile, but leave their wallets at home.</p>
12.55pm	<p>Commercial Rationale for Prepaid Gifting – capitalising on your investment <i>Rachelle Smith, PrePay Solutions</i> <i>Helen Child, G-T-P</i></p> <p>Introducing prepaid gifting products to your business will require investment of both time and money. With a share of a £4bn, and growing, market to be had how do you best qualify your investment to ensure you reap the rewards?</p>	<p>Collaborating with partners and joining other programmes <i>Tony Craddock, Global Prepaid Exchange</i></p> <p>With so many prepaid opportunities available you are bound to need to partner with colleagues across the industry to achieve some of your goals. What are the benefits of collaborating and what pitfalls should you watch out for along the way?</p>

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1.15pm	Lunch – served in the Exhibition Hall. Time for networking and meeting exhibitors.	
2.30pm	Break Outs Begin – Delegates Choose from Session 3 or Session 4	
	Session 3	Session 4
	Selling to the Consumer <i>Session chair: Roger Alexander, Prepaid Awards</i>	Business to Business <i>Session chair: Martin Croft, Sales Promotion magazine</i>
2.30pm	Using Gift Cards as a Consumer Promotional Tool Steve Bradbury, <i>Ceridian SVS</i> Once you have your basic gifting scheme up and running there are a number of additional uses for the technology you have in place to leverage your return on investment. Steve explains some of the opportunities available.	Defining Business to Business – making the most of this lucrative sales channel Kevin Lake, <i>Countdown</i> , Denise Porter, <i>Portadee</i> With B2B accounting for nearly 50% of the annual gift card and voucher sales in the UK, there are plenty of opportunities to enter this sector of the market. What are the different sales streams and how lucrative is each?
2.50pm	Selling In store – Gift Vouchers & Gift Cards David Butler & Amy Bath, <i>National Garden Gift Vouchers, UK</i> Rebekka Rea, <i>Retail Gift Card Association USA</i> Profiling one of the UK's best selling gift voucher programmes and how to overcome 'merchandising' gift vouchers with the complexity of different store designs; plus a look at some 'best in class' gift card merchandising ideas from leading retailers in the USA from USA trade association, the RGCA. With the likes of Target, Best Buy and Wal-mart showing continual flair and creativity in their US stores what can we learn from them in the UK?	B2B Employee Motivation Francis Goss, <i>Grass Roots Group</i> A key sector in B2B is employee motivation. Brand affinity, discounts and customer service are all key factors in B2B success. With experience at one of the UK's leading incentive agency's Francis takes a deeper look at why gift cards and vouchers are top of the list when it comes to employee motivation.
3.15pm	Selling Online & Virtual Applications Gareth Lloyd-Jones, <i>Ticketmaster UK</i> Today the internet is a critical sales tool; giving opportunities to a multitude of internet only retailers as well as an enhancement to bricks and mortar retailing. Selling gift cards and gift vouchers on line is just as important as any other product. Getting your gift vouchers and gift cards should be easy, Gareth Lloyd-Jones explains how and why selling on line should be a key part of your business strategy.	B2B Sales Promotion John Sylvester, <i>Institute of Sales Promotion</i> Vouchers and gift cards are often overlooked in sales promotion strategies in favour of cheaper medium. Investing in vouchers and cards can deliver significant benefits to the promoter. Colleagues from the Institute of Sales Promotion explain how.
3.35pm	Selling in Gift Card Malls Ian Sanders, <i>WHSmith</i> Gift card malls in stores have become an essential part of any gift card sales strategy. What are the benefits to you as a gift card on the malls and why would you want to be become a gift card mall host retailer? As one of the first gift card mall host retailers Ian talks through the commercial justification for third party sales via this new sales stream.	B2B USA – New Ideas for the UK? Cindy Mielke, <i>Marketing Innovators International & JC Penney Incentive Sales</i> As the JCPenney Incentive Sales Manager Cindy understands the opportunities available in the US incentive market. With B2B accounting for 50% of the UK market how does the US prepaid gifting economy compare and what ideas can be shared from the USA?
4pm	Breakouts End	

AGENDA

4.00pm	<p>Enhancing customer loyalty: The power of reloadable prepaid programmes</p> <p>Matt Lanford, MasterCard</p> <p>Embracing the new wave of prepaid products means new opportunities, one time use cards have their place but one of the major benefits of the prepaid product portfolio is the ability to reload. Customers retention strategies should benefit from prepaid, giving prepaid cards 'front of wallet' status when it comes to a customer's chosen method of payment – real advantages for increased revenues, brand equity and customer loyalty. As a leader in prepaid, Matt Lanford from MasterCard explains the rationale behind the use of the prepaid reload facility and the benefits to your business.</p>
4.25pm	<p>Retailing Gift Cards, USA, profiling JC Penney department stores & case studies from the Retail Gift Card Association, USA</p> <p>Cindy Mielke, <i>JC Penney</i> Rebekka Rea, <i>Retail Gift Card Association, USA</i></p> <p>1,108 stores, the nations largest merchandise catalogue business, the largest home furnishings and apparel site on the internet, 150 000 associates and \$17bn of turnover, JCPenney is one of America's largest and best known department stores. Like all American retailers, gift cards are an essential and integral part of every day trading, providing gifting and promotional opportunities to consumers and the corporate market; with sales made in store, on line and via third parties. How essential is the gift card to JCPenney's overall strategy, how does effective merchandising lift sales, why is selling through gift card malls an essential revenue earner? All these questions and more will be answered by Cindy Mielke.</p> <p>The invention of gift cards in the USA has lead to ongoing innovation in the sector. Gift card malls, quirky designs and the introduction of sophisticated point of sale are just some of the trends from across the pond that have influenced the development of the market in the UK and across Europe. Legislation in the US could prove to be a major trend stopper; this and the need to understand the real value of the market lead to a group of American retailers coming together over 2 years ago to form the RGCA. With an overview of the whole US market Rebekka will give her insights, and those of her members, into the opportunities that can be transferred from the USA to the UK and beyond.</p>
4.50pm	<p>Capitalising on the Upstream, the future of Prepaid Gifting</p> <p>Rachelle Smith, <i>PrePay Solutions</i> Cindy Mielke, <i>JCPenney</i> Alison Jones, <i>Debenhams</i> Helen Child, <i>G-T-P</i> Emmanuelle Bosc-Haddad, <i>Accor Services for Accentiv' Kadeos</i> Remigiusz Montwill, <i>Argocard & Polish Gift Card & Voucher Association</i></p> <p>With the Prepaid Gifting industry continuing to innovate on an almost daily basis our panel give their personal views on the future of the market. After one of the most turbulent years in retail and leisure how will the current client affect the potential of prepaid over the next months and years. What external factors might influence the industry and where should those all important development dollars and pounds be going to ensure a sustainable and profitable growth for all?</p>
5.15pm	<p>Capitalising on the Upstream, lessons from the UK, USA, Europe and today!</p> <p>Andrew Johnson, <i>UK Gift Card & Voucher Association</i> Rebekka Rea, <i>Retail Gift Card Association, USA</i> Remigiusz Montwill, <i>Polish Gift Card & Voucher Association</i></p> <p>Rounding up the day representatives from the UK, Polish and USA gift card and voucher associations join together to discuss ideas exchanged between the other countries, what lessons can be learnt from each other. Plus a final question and answer session; your last chance to ask questions before the conference closes.</p>
5.30pm to 7.30pm	<p>Drinks Reception</p> <p>All conference delegates are invited by Associate Sponsor GTP for drinks in the Exhibition Hall</p> <div style="text-align: right;">  </div>