

IS THE GIFT CARD INDUSTRY READY FOR THE MODERN CONSUMER?

UKGCVA Conference 2017, the key industry event of the year, will focus on the opportunities and challenges facing the market, and share insights from a customer's perspective. The conference will hear from a variety of speakers, panellists and influencers, and launch the UKGCVA State of the Nation research. It is the place for new ideas, innovation and best practice and will provide an opportunity for networking, discussion and debate.

PREDICTING TOMORROW'S CUSTOMERS – WELCOME TO THE FUTURE WILL HIGHAM: CONSUMER FUTURIST, STRATEGIST & SPEAKER, NEXT BIG THING

The opening session takes us to the future and explores tomorrow's customers, how to anticipate their demands, behaviours & expectations.

STATE OF THE NATION – RESEARCH REVEALED MAUREEN HINTON: GROUP RESEARCH DIRECTOR, GLOBAL DATA PREVIOUSLY VERDICT RETAIL

The exclusive launch of UKGCVA's State of the Nation research, sponsored by SVS. This session will explore the behaviour and preferences of the modern consumer and how ready the industry is to meet these demands. The White Paper includes insight from consumers, gift card experts and C-suite retailers, which will be distributed at the conference.

LIVE FOCUS GROUP CHAIR: NATALIE CALVERT, CEO, CALCOM GROUP

An onstage discussion following on from the research findings will include real-life customers, an industry expert, a consumer strategist and will invite questions from the audience.

REWARD & RECOGNITION – HOW ARE GIFT CARDS DOING? CHAIR: EOIN WHYTE, UKGCVA EXECUTIVE CHAIR & SALES DIRECTOR, SAVVY

As a key growth channel this expert panel will provide an insight into the growth of the B2B market: opportunities, challenges and innovation.

THE GLOBAL GIFT CARD MARKET: AN INSIGHTFUL & THOUGHT PROVOKING VIEW OF THE WORLD OF GIFT CARDS JENNY PARRIS, SENIOR VICE PRESIDENT, GLOBAL MARKETING & PRODUCT, SVS

How does the UK compare to the rest of the world? What are the opportunities, challenges and differences? And what is the next big thing to hit the industry?

INNOVATION AND MAXIMISING YOUR BUSINESS THROUGH NEW TECHNOLOGIES CHRISTER HOLLOMAN: CEO & CO FOUNDER OF DIVIDO & TECHNOLOGY TRENDS EXPERT

This session provides an opportunity for the gift card industry to explore other sectors and see how innovation and new technology has changed and grown their business model.

INDUSTRY UPDATE PANEL DISCUSSION CHAIR: MARK ESSEX, DIRECTOR, PUBLIC POLICY, KPMG

What has changed in the last 12 months? What are the key issues? And what does this mean for the industry? Topics include: Legislation, VAT, Brexit, Fraud & Security. This panel gives an insight into the specialist topics covered at UKGCVA members meetings.

UK & USA – IN CONVERSATION

Gail Cohen, Director General, UKGCVA talks with Erin Wood, Retail Gift Card Association (RGCA) about the US market, differences, similarities and what we can learn from each other.

UKGCVA'S GOT TALENT

UKGCVA members share their new innovations – 3 minutes each, against the clock! Back for a second year due to popular demand, listen to what is new and exciting in the industry as members present live, vying for your votes to have the best innovation!

ARE GIFT CARDS AN UNDER-UTILISED LOYALTY & INSIGHT TOOL? CHAIR: GLENROSE HARWOOD, RETAIL DEVELOPMENT MANAGER, CPI CARD GROUP

Loyalty programmes are key to many retailers with the aim of increasing engagement and capturing data; gift cards are known to play a significant role in ensuring brand loyalty and up-sell. What more can they do?