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## **Keynote speakers announced for UKGCVA 2016 conference**

*Sarah Pennells, founder of SavvyWoman, joins speakers from Amazon, Starbucks and Boots to take the stage at the UKGCVA conference this year*

The UK Gift Card and Voucher Association (UKGCVA) has announced the speakers for its 2016 conference at the Lancaster Hotel, London.

With the theme for 2016 focusing on customer loyalty and engagement strategies, the speaker list offers a diverse range of views and expertise, with panel discussions and Q&A sessions to provide additional opportunities for delegates to become involved.

The keynote speaker is Sarah Pennells, Journalist, Broadcaster and Founder of finance website [SavvyWoman](#). Sarah has over 20 years' experience working in financial journalism, and is also a presenter at Share Radio.

Joining her will be Dr Tamira King, Course Director of the MSc Retail Management course at Cranfield University, who will provide an overview of the retail landscape over the last year, Dana Al Salem, CEO and Founder of Fanfactory, a consumer intelligence tech agency, who will discuss the innovations that are changing today's shopping eco system, and Martin Squires, Head of Customer Insight at Boots, discussing utilising analytics for customer insight.

Laura McCracken, UK Country Manager, Corporate Gift Cards at Amazon, will take the stage in the afternoon to discuss building a customer-centric brand, followed by Peter Ernst, International Card and eCommerce Manager for Starbucks, who will speak about how to adapt gifting for the digital age.

### **Gail Cohen, Director General of UKGCVA, comments:**

"We are thrilled to have so many high profile speakers from the industry at this year's conference. The gift card and voucher industry in the UK is growing year-on-year, and this conference brings

together stakeholders and experts in the sector to share new ideas and explore how we can develop insights as an industry on customer engagement and loyalty. ”

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### **About UKGCVA**

The UK Gift Card & Voucher Association [www.ukgcva.co.uk](http://www.ukgcva.co.uk) was established as a trade body in 1991 to represent the key players in what is today a £5.4 billion gift vouchers, cards and stored value solutions market. It provides an information and reference point for both voucher & gift card suppliers and customers, and is at the forefront of the issues affecting the industry.

Its main objective is to raise the profile and use of vouchers and gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.

### **About UKGCVA Conference 2016**

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, it is a day for members, non-members and organisations keen to know more about the industry. It is a platform to share new ideas, innovate and promote best practice with the UK gift card and voucher industry.

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