



TGC Digest

News for The Gifting Community

Gift Cards  Rewards and Loyalty  Incentives

Welcoming these brands to



Tuesday 27th September,
2pm to 7pm, London

Networking, Learning, Participation, Panels, Drinks, Food, Entertainment



Book Your Tickets before
20th September



Editor's Note:

Welcome to the August edition of TGC Digest.

Recession? Rise in cost of living? How is this affecting our industry and the people that work in it?

As the cost of living continues to rise, new research from the Gift Card and Voucher Association (GCVA) has revealed how people are cutting the cost of gift buying to help make ends meet. Over a quarter of UK adults (28%) said that they were looking to reduce their overall spending on presents in the immediate future.

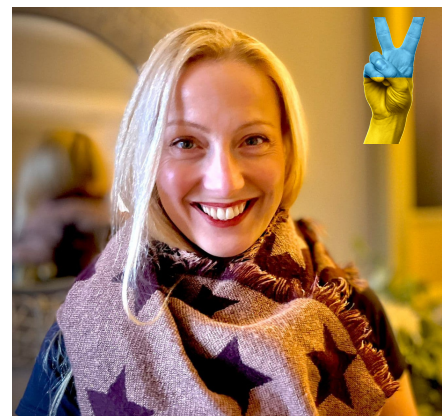
And what more can employers do to help their staff?

Read an article by Lucy-Claire Allen on becoming and staying an Employer of Choice even through a recession.

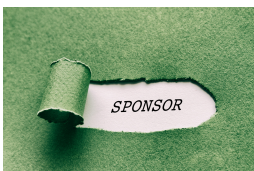
Or read on for some great thought leadership on making your loyalty and gift card programmes go further than ever before.

It's a thought-provoking edition...

Hope to see you at The Big Handshake ☺



Hadie Perkas



Brand New Sponsor to be announced soon! If you'd like your logo to appear here, please contact Hadie - hadie@the-gift-club.com





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THE BIG HANDSHAKE

Venue : Jamie's, 6 Adam's Court, London, EC2N 1DX (top floor)
 Date : 27th September 2022
 Time : 14:00 - 19:00

THE GIFT CLUB

Ticket No : 202022022



LIMITED SPACES

27/09/2022 - 14:00 TILL 18:00
 TICKET NO : 202022022



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What's it all about?

A networking event that offers you a higher chance of having meaningful conversations.

With our special matchmaking format you'll meet the **RIGHT** people. In addition to this, some thought-provoking content, delightful canapes and cocktails plus eye-widening, mesmerising entertainment!

Mix and mingle with loyalty marketing experts, brands, employee engagement professionals, gift card, incentive and reward specialists.

Agenda:

- 2:00 pm – registration & coffee / tea
- 2.20 pm – meaningful networking
- 3.20 pm – 2 x speaker / panels with audience participation
- 4.30 pm – more meaningful networking
- 5:30 pm – cocktails, canapes and entertainment
- 7:00 pm – close



Panel Sessions



Panel Session One -

"Employee engagement influences Customer Engagement"

Our highly knowledgeable panellists will be exploring (with the audience) if there is a silver bullet to align the two, to create business performance excellence and if it is possible to build a loyalty and rewards program that drives both employee engagement and customer loyalty in parallel with the same measurable goal and outcome.

Panellists include:

Eleanor Kirby, Head of Buying - Europe at O.C Tanner
 Dave Robinson, Customer Strategy Director, Virgin Red
 Jane Viljoen, Corporate Psychologist, Best Hopes Coaching
 Peter Dorrington, Co-Founder, Anthrolytics
 Tom Peace, MD, The Loyalty People

Panel Session Two -

"Gift Card and Loyalty Fraud"



it's a huge topic that needs talking about constantly. So our expert panellists will thrash it out in all sorts of directions starting with account takeovers, decisioning software and digital protection and ending with supporting a national campaign with UK Finance.

Panellists so far include:

Michael Smith, Founder of Loyalty Security Alliance
 Sarah Sinden, UK Finance, Economic Crime Customer Education Strategy Manager and Founder of the Take Five to Stop Fraud campaign

[Book Tickets](#)
[before 20th September!](#)

LOYALTY IN



Featured Content

IF YOUR LOYALTY PROGRAMME'S JUST FOR CUSTOMER LOYALTY, YOU'RE MISSING A HUGE OPPORTUNITY

BY JOSEPH TAYLOR, SENIOR VICE PRESIDENT OF STRATEGIC CONSULTING AND OPERATIONS, EPSILON



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"We know loyalty programmes are designed to retain customers – the clue's in the word 'loyalty'– but by going beyond its stated purpose, you can build an even stronger, more profitable business and unlock the full value of your data."

[CLICK HERE](#)

for *love* or *money* 2022

THE Point of Loyalty

The Collection of Six Currencies loyalty program members care about



"We identified and benchmarked the Collection of Six Currencies loyalty program members care about. Designing a meaningful and desirable loyalty program proposition for members is based on any or all of the Collection of Six Currencies"

[CLICK HERE](#)

LOYALTY IS ALL ABOUT PURPOSE... AND DATA



FLORA LEONI

HEAD OF DATA, CRM AND SERVICES AT CARREFOUR ITALY

"Building an identity is not easy in the grocery market where all players are focusing on promotions to create attraction. Obtaining new customers seems more important than retaining the existing ones and competing. It's a matter of prices not of values."

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Future Loyalty Webinars

The Gift Club Panel Discussions and Webinars

Emoloyalty - That Moment to Reward for Being in Love with your Brand: Dissecting the Stages of Emotional Loyalty




October 18th 2022 – 3:00pm BST
Emoloyalty: That Moment to Reward for Being in Love with your Brand

Dissecting the stages of emotional loyalty. What brings them back?

The type of reward? Timing? Personalization? Historical allegiance?

We thrash this out!

[CLICK HERE](#)

The Gift Club Panel Discussions and Webinars

Immediacy - The Future of Loyalty Technology: Using Data and Tech to get Customers to Swiftly Act




March 28th 2023 – 3:00pm BST
Immediacy – The Future of Loyalty Technology?

Using data and tech to get customers to swiftly act

What is live now and what is yet to come that will nail immediate engagement from customers?

[CLICK HERE](#)

Featured Articles

OPTI-CHANNEL MARKETING; INCREASING SUCCESS FACTORS AND MAXIMISING CUSTOMER LOYALTY

By
**Premal
Patel,**
Managing
Director at

CATALINA®
REINVENTING SHOPPER ACTIVATION



"Both retailers and brands are increasingly responding by taking an opti-channel approach to activation and measurement. It means simplifying the customer experience, telling brand stories effectively and evaluating performance more accurately."

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EMPLOYEE ENGAGEMENT & REWARDS



"I hate to be the bringer of doom and gloom, but the fact of the matter is there is a recession on the way, we can't avoid it. However, companies can prepare for it and strengthen their employee proposition in order to ride the storm which is set to begin at the end of the year and last at least a year, so the work needs to start now."

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GIFT CARD INNOVATIONS AND IDEAS

"New data (source) reveals that "closed loop cards" issued and accepted by specific merchants are increasing in popularity. What is the opportunity for high street brands?

For small business owners, this shifting preference for closed-loop gift cards presents an opportunity to compete with national brands and use local presence to appeal to shoppers who want to give a gift that feels relevant, personal, and thoughtful."

[CLICK HERE](#)

STOP MAKING THIS COMMON MISTAKE WHEN SETTING UP A GIFT CARD PROGRAMME

BY PRERNA
SONAWANE, VP
PARTNERSHIPS
MENA, MERIT
INCENTIVES



MERIT

Featured Articles

**GIFT CARD USE
ON THE RISE AS
PRESENT
BUYING HIT BY
COST OF LIVING
CRISIS**

Written by
the **GCVA**

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"As the cost of living continues to rise, new research from the Gift Card and Voucher Association (GCVA) has revealed how people are cutting the cost of gift buying to help make ends meet.

Over a quarter of UK adults (28%) said that they were looking to reduce their overall spending on presents in the immediate future."

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**THE BUZZ AT
THE IMA
SUMMIT 2022?
CORPORATE
GIFTING
GROWTH AND
WHAT'S
DRIVING IT**

BY
**HOLLIS
THORNTON,
PRESIDENT, IGCC**



"What's projected to be the largest impact on corporate gifting industry growth in the coming years? Employee engagement. At least, that's what conversations and several sessions shared at the Incentive Marketing Association Summit 2022 in Snowbird, Utah, as did a recent IFI survey, that found employers are spending more than \$40 billion each year on employee incentives**."

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"In the Employee Rewards, Recognition and Loyalty space, what can AI writing superpowers and AI in general bring to the table?

InspireMe.ai powers an artificial intelligence-driven engagement messaging for your platform. Instead of your platform users trying to compose messages of gifting, thanks, reward or recognition, InspireMe's AI engine, with a few simple inputs from the message sender, can compose well thought out, personalized messaging that drives engagement even further."

[CLICK HERE](#)

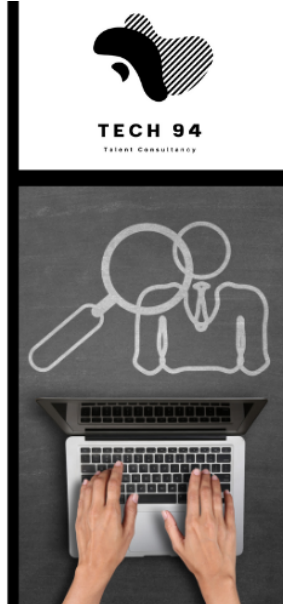
Featured Articles

TALENT & PEOPLE

OUR 5 TIPS TO HELP YOU HIRE DIGITAL AND TECH PEOPLE REMOTELY

By Jamie Norrington of Tech94

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"Hiring remotely may widen your candidate pool, however, ensuring you are ready to hire and onboard someone remotely has challenged many business. So with this in mind, we have put together our 5 tips on how to successfully hire remotely."

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MARKETING TIP!



THE MOST IMPORTANT QUESTION YOU NEED TO ANSWER IN YOUR MARKETING

By Olivia Abbott-Hawes of Sovereign Copy



"We'll look at why focusing your marketing on your customers' wants and needs is the secret to conversion. You'll learn how to answer 'the big question' and take away some actionable tips. You should read this if you are involved in any part of the go-to-market process or responsible for driving business success."

[CLICK HERE](#)



Want to be a member of
The Gift Club
like these industry
brands?

Contact us for our
membership packages

members@the-gift-club.com



September 13th 2022 – 3:00pm BST
The Psychology behind Physical & Digital Gifting

[CLICK HERE](#)

Complimentary Webinars

A series of webinars exploring the psychology round gifting, rewards and loyalty



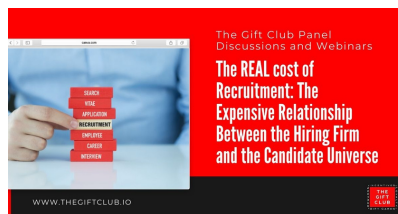
October 18th 2022 – 3:00pm BST
Emoloyalty: That Moment to Reward for Being in Love with your Brand

[CLICK HERE](#)



November 29th 2022 – BST
2023!! Looking at Innovations in Employee Rewards and Recognition A Year Ahead

[CLICK HERE](#)



January 17th 2023 – 3:00pmBST
The REAL cost of Recruitment

[CLICK HERE](#)



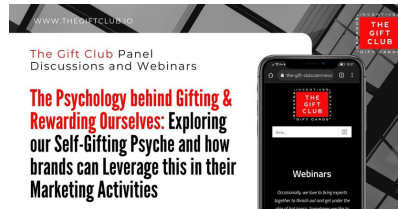
February 29th 2023 – 3:00pm BST
Closed and Open Gift Cards: Who is in the loop?

[CLICK HERE](#)



March 28th 2023 – 3:00pm BST
Immediacy – the Future of Loyalty Technology?

[CLICK HERE](#)



April 25th 2023 – 3:00pm BST
The Psychology behind Gifting & Rewarding Ourselves

[CLICK HERE](#)

Blackhawk Network is working with The Gift Club and will appear in our fortnightly e-newsletter as an Employer of Choice. Check out their current vacancies!



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