





TGC Digest

News for **T**he **G**ifting and **L**oyalty **C**ommunity

Gift Cards  Rewards and Loyalty  Incentives

FOUNDERS AND CEOs:
THEIR WHY, THEIR WILL,
THEIR WAY

Simon Moyle
CEO at Vivup

A Podcast with Hadie Perkas, Founder of The Gift Club




Introducing the new podcast series hosted by me, Hadie: "Founders and CEOs: **Their Why, Their Will, Their Way**"

Simon Moyle: An 18 minute dialogue with Simon about his rise to leadership and the traits that set him on the right road to success. Despite struggles with dyslexia, Simon's natural ability to develop people was noticed early on in his career at 21 years old and after many promotions, he found the skills needed to build a business from 17 employees to 135 in 4 years with exceptional results.

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Editor's Note:

Welcome to the the first edition of TGC Digest for 2023!

What was in store this month....

A frank and honest chat with exceptional Founders and CEOs has really been my highlight this month - if you have 20 minutes, listen to the podcast with Simon Moyle from Vivup. Inspiring.

I also chatted to Ben Chesser, loyalty know-all from Coniq in his CEO Soapbox. We talked connections, shopping malls and bananas....

The Big Handshake, our in person event in May is shaping up nicely with over 30 brands now booked to attend. Woo hoo! It really will be THE networking event of the year.

We've also got some fabulous features from Ncentiva, Prezsee, Incentivesmart, Fidaris, Trifecta Consulting Services, Edenred and BitCard.

Be sure to scroll down and click on the relevant button. Enjoy!



Hadie Perkas



Boost employee performance and improve your staff retention with our industry leading recognition platform

BE HEARD **BE SEEN** BE FOUND

The BIG Handshake

The Networking Industry Event

Tuesday 16th May 2023, London



An absolute must for anyone associated with the loyalty, engagement, incentive, reward, or gift card space. Look at all the brands who are booked to attend!

The Big Handshake is the in-person event brought to you by The Gift Club that enables participants to :

- Network with strategic, match-made introductions
- Learn from well-practiced future thinkers
- Collaborate with peers by means of live workshops

Come together with like-minded professionals for a full day of valuable networking, insightful panel sessions and hands-on problem solving

BOOK NOW



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Featured Content



5 REASONS POINTS WORK BETTER THAN CASH FOR B2B CUSTOMER REWARDS



The Bottom Line: you can't tell your customers what to spend monetary rewards on but, with points, you can set the stage for a more memorable experience.

Emotional resonance is a prerequisite for engagement and, no matter what industry you're in, engaged customers are the best customers.

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Complimentary Loyalty Webinar

Immediacy: The Future of Loyalty Tech: Using Data to get Customers to act Swiftly



March 28th 2023 – 3:00pm BST / 10am EST

[REGISTER NOW >](#)



"Shopping malls are places to make connections and the scope of this has changed massively since Covid"

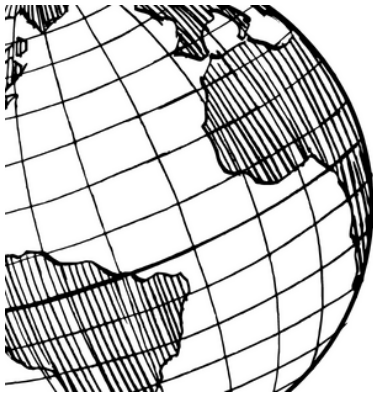
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"Loyalty is about a relationship and engaging with your consumers to make them like your values and brand"

"Loyalty is about connections, making it more personalised, relevant and timely"

Hadie also asked him if he agreed with the statement - "Loyalty must be nurtured. It cannot be engineered." Find out what Ben says!

Featured Articles



EDENRED PRESS
RELEASE:

**INCENTIVES SECOND ONLY
TO PRICE IN ATTRACTING
VALUE-SEEKING
CONSUMERS IN THE COST-
OF-LIVING CRISIS**

WWW.THEGIFTCLUB.IO

UK consumers say that incentives will be key to securing their loyalty and custom through the cost-of-living crisis, according to new research from Edenred. .

[CLICK HERE](#)

The study, which asked 2,000 consumers about how they were changing their spending behaviour in the face of the cost-of-living crisis, found incentives were more important than a range of factors including reputation or customer service in attracting customer spend and second only to price.

EMPLOYEE ENGAGEMENT & REWARDS



“The coming months will showcase if there will be legislative changes that will impact benefits. We have seen the increase in trivial benefits in Ireland up to €1,000 which has a huge impact on employers wanting to support employees with gift cards when they really need it during the cost of living crisis, without long term commitment. The UK needs to take a similar step to make it easier for employers to help those who need it most.”



FORECASTING EMPLOYEE BENEFITS 2023

WITH JAMES MALIA,
UK MD OF PREZZEE

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**THE
QUITTING
GAME!**

BY LUCY ALLEN OF
TRIFECTA CONSULTING
SERVICES

TRIFECTA
CONSULTING SERVICES

THE
GIFT
CLUB
GIFT CARDS

It's time to remove the dramatic terms and look at the root cause of the problems.

Sometimes the answers are simple when you take a step back and look at the issue through a different lens. This is where consultants come into play. They are experts in their field. Have dedicated themselves to improving their craft.

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Featured Articles

AI from a recruitment perspective could allow recruiters to automate some tasks including writing job adverts, screening resumes, shortlisting, sending out interview tasks or even scheduling interviews.

THE PROS AND CONS OF AI IN RECRUITMENT

By Jamie Norrington of Fidaris

WWW.THEGIFTCLUB.IO



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GIFT CARD INNOVATIONS AND IDEAS



The marked movement towards the use of crypto for everyday purposes means that demand for easy access and management is on a positive trajectory, especially with younger generations. More and more brands are now considering how they can offer the benefits of crypto to their audience via employee and customer reward programs, gift card malls, and wholesale catalogues.

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We operate via a white label B2B solution that allows businesses to run employee and/or customer programs. Running a program means that you're giving your employees/customers a valid, planet-friendly way to discard their old tech, and make some money in the process – pretty handy when there's a global economic crisis afoot.

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The Gift Club Clients



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

Contact us for our membership
packages

members@the-gift-club.com

Complimentary Webinars

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



Did you miss this webinar on The Hidden Costs of Employment from Incentives to Benefits?

.Watch and listen: A discussion with some HR gurus on the hidden costs associated with employing and retaining staff that are often forgotten such as benefits, rewards and investment in the employee experience.

[↓ DOWNLOAD](#)



A Deep Dive into Gift Cards in APAC

Book Now: "Massive growth and huge potential." We take a deep dive into the world of gift cards in the APAC region.

Panellists from Grab, Wogi, Leich International and Blackhawk Network

February 7th 2023 – 8am GMT

[REGISTER NOW >](#)



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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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