





# TGC Digest

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

Gift Cards  Rewards and Loyalty  Incentives



## SAVE THE DATE

London, Tuesday 16th May 2023

**The Big Handshake is back!!**

**Bigger BOLDER Brighter**

### Editor's Note:

Welcome to the November edition of TGC Digest.

Yes, it's back!

Put the 16th May 2023 in your calendars for a bigger, brighter, bolder and better The Big Handshake.

Set in a beautiful venue in central London, we're getting prepared for more match-made networking, live workshops and enough wisdom to fill the Library of Congress!!

Press the power button to register your interest!

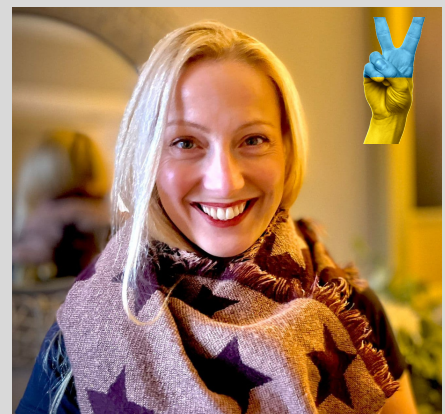


But of course this month was also full of amazing thought leadership brought to you by our members and partners.

With webinars coming out of our ears, there is plenty of choice to fill up your diaries all the way through 2023!

Welcome to Edenred as our first digital magazine sponsor

Enjoy the read!



*Hadie Perkas*



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

**BE HEARD BE SEEN BE FOUND**



# Featured Content

**CEO SOAPBOX:**  
**MEMBER PODCAST ALERT!**  
**SHOPPER BEHAVIOUR AND HOW SAVVY CUSTOMERS ARE CHALLENGING THE VALUE OF LOYALTY**  
AN INTERVIEW WITH  
MANAGING DIRECTOR OF  
CATALINA UK,  
PREMAL PATEL



Our Founder, Hadie, meets VP and Managing Director of Catalina UK, Premal Patel in this casual chat about shopper behaviour and how savvy customers are challenging the value of loyalty.

"Loyalty has been around for over 100 years but it is now about the faster pace of delivering loyalty and rewards . When a customer doesn't have to do much and gets a reward, that's the ultimate ambition."

We also talked about how Catalina has a "we do what we say" work culture with values created by the team which have paved the way for Catalina's recent Best Place to Work awards.

Premal says "We have a relentless focus on diversity, equality and inclusion. To get the best knowledge, the best brains, the best talent."

So... great tech, fab employer and strong leader. What's not to like about Catalina UK?

[CLICK HERE](#)

## Future Loyalty Webinars

The Gift Club Panel Discussions and Webinars: Co-Hosted by LSA  
**The Psychology of Fraud**  
LSA THE GIFT CLUB

January 24th 2023 – 3:00pm BST/10am EST

[REGISTER NOW >](#)

The Gift Club Panel Discussions and Webinars  
**Immediacy - The Future of Loyalty Technology: Using Data and Tech to get Customers to Swiftly Act**  
THE GIFT CLUB

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

[REGISTER NOW >](#)

# Featured Articles

## EMPLOYEE ENGAGEMENT & REWARDS



*Prezzy*



"In support of giving a helping hand through these difficult times, we present to you the 'Festive Feast' eGift Card, The digital gift card that makes it possible to off-set the food-related cost of catering the big day and keeping family and friends fed throughout the holidays. You could also give a helping hand with the Prezzy 'Everyday' eGift Card, one simple digital gift that can be swapped for a selection of brands offering everyday essentials, including groceries, homewares, clothing, and toiletries."

[CLICK HERE](#)

"There is a gap in the market for sustainable gifting. More specifically, for sustainable corporate gifting, which proves to be a powerful tool in marketing communications. Choosing a gift that not only keeps the climate in mind but is focused on tackling the current climate crisis isn't easy but our friends over at Ecologi can help. They have the perfect green gift for you this year. Their tree planting gifts really are the gifts that keep on giving."



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"At InspireMe.AI, we took on the task of developing a niche technology that uses AI writing technology to help HR and managers with the often difficult task of writing great messages of recognition. We provide this technology as an easy-to-integrate API that can be added to any rewards and recognition platform. You can try our latest demo if you visit their full article"

[CLICK HERE](#)

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# Featured Articles

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## If you missed it! Employee Rewards Webinar



The Gift Club  
Panel Discussions and Webinars

### 2023!! Looking at Innovations in Employee Rewards and Recognition.

### The Importance of Engaging with Social Community, Life Events and Personal Circumstances

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At a time when the economic landscape is tough, businesses may be considering new ways to engage their workforce and support them further.

In this webinar, we chat about the importance of this psychological employment contract, the types of personalised benefits and rewards available and the critical part employers play in the navigation of life events and personal circumstances of their workforce.

#### Panellists included:

Jessica Hankers, Head of Sales at Virgin Incentives  
Jane Viljoen, Corporate Psychologist and Founder of Best Hopes Coaching and Consulting  
Hazel Robinson, People & OD Operations Manager at University of Manchester  
Emma James, Head of Colleague Experience at Moto Hospitality

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## If you missed it! Most Cost Effective Ways to Recruit Webinar



The current financial market is a real problem for people and companies and despite needing the right people in important roles, reducing cost is also a top priority for hiring firms. In this webinar 'talented' Talent people offer their expert opinions on ways to help solve some recruiting nightmares. With the cost of recruiting one person at more than 63K a year (based on the average salary of 32K) hiring firms have got to get it right.

#### Panellists included:

Lucy Allen, Director of Trifecta Consulting Services  
Mitch Sullivan, Recruitment Trainer at Copywriting for Recruiters  
Sara Knott, Talent Manager at Tillo  
Bally Chima, Head of Talent & Recruitment at Pinnacle Talent

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# Featured Articles

## GIFT CARD INNOVATIONS AND IDEAS



"With an increased propensity to switch brands or look for greater value, incentives, and rewards in the form of e.gifts or gift cards is set to play a key role in bringing new customers through the door."

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"Putting aside our stance as gifting aficionados and worldly enthusiasts, GoGift is much more than gift cards and incentives. A unique culture binds us GoGifters, not just geographically, but within our location and work environment. If you didn't already know about our space and surroundings, we have fun facts to share about GoGift's everyday life." Read their article to find out what these facts are!

[CLICK HERE](#)



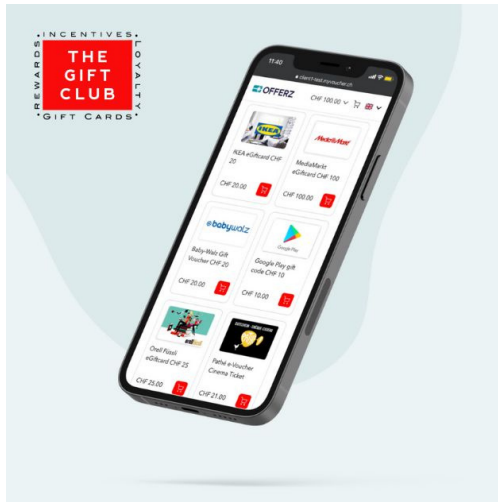
I spoke to Julie Barbier-Leblan, CEO of Merit Incentives based in Dubai.

Always looking ahead at opportunities, we discuss how the Silver generation should not be overlooked or side-lined by marketers and those who sell gift cards and incentives

Merit is a global engagement technology company offering innovative products leveraged by a global merchant network.

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# Featured Articles



## OFFERZ BRINGS NEW B2B REWARDS PLATFORM TO DACH MARKET

BY FABIAN DOMINGUEZ,  
HEAD OF GROWTH AT  
OFFERZ



"In October, we proudly launched our B2B white-label platform, suitable for both customer and employee reward schemes. End-users are sent a unique code that is swapped for an eGift of their choice from our catalogue of over 80 popular brands.

Our first client live on the platform is a famous bank in Switzerland who wanted to incentivise an uplift in acquisition of the Gen-Z cohort – those now coming of age and taking control of their own finances – to choose a particular product as their main bank account. The bank wanted to restrict the rewards catalogue to the brands that would be most valuable to this audience. Via a survey, it was determined that the retailer eGifts most popular with this age group were IKEA, Decathlon, Cinema Vouchers and many more. At the time of writing, the scheme had been live for three full weeks with many codes redeemed daily. The bank is pleased with the results so far.

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

**Contact us for our membership  
packages**

**members@the-gift-club.com**

# Featured Articles

## IN OTHER NEWS.....

### HIRING YOUR TECH TEAM IN A SKILLS SHORT MARKET - 4 TIPS FOR SUCCESS

By Jamie Norrington of Tech94

WWW.THEGIFTCLUB.IO



Data across a range of sectors shows that employers are currently hiring in candidate short markets, and this could not be more true of the tech world. Remote working has made the tech job market more competitive, whilst rising salaries is also creating somewhat of a bidding war between employers. With this in mind, at Tech 94 we have put together our 4 tips for those looking to hire in a skills short market, and what this can mean for their success when looking to add top talent into their company.

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## Complimentary Webinar in January 2023

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



January 17th 2022 – 3pm GMT/10am EST

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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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Do you think this magazine would be perfect for someone else? Get them to sign up to our mailing list then! Every one of our most loyal subscribers is entered into a monthly prize draw for the chance to win a £50 gift card -- in association with [GoGift](#) -- as a way to show our appreciation of all you fabulous readers. ♥

