



TGC Digest

News for The Gifting Community

Gift Cards  Rewards and Loyalty  Incentives



REWARD THE WORLD™



BitCard®



Editor's Note:

Welcome to the September edition of TGC Digest.

The Big Handshake event was a success!

After having very little sleep and the appetite of a hamster for almost a month before, I was excited to see the event taking place on Tuesday 27th September in London.

Over 100 loyalty and engagement professionals joined us to network, learn and smile.

I was humbled by the turn out and can't wait to do it all over again very soon - watch this space!

The Gift Club's newsletter has continued to raise the profile of it's members and celebrate all parts of the industry

And I can't be more proud of such a collaborative, energetic, kick ass industry!

All the highlights are below. Click on each thumbnail to read the full article.



Hadie Perkas



Gift Card Recruitment - dedicated to the gift card, incentives, rewards and loyalty industries

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BE HEARD **BE SEEN** BE FOUND



On a slightly chilly Tuesday at the end of September, 115 loyalty, gift card, incentive and reward experts made their way to London for The Gift Club's debut event.

Hosted by our founder, Hadie, The Big Handshake opened its doors at 2pm, ready for an afternoon packed with insightful panel discussions and match-made networking.

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Having worked in the reward space for several years, we recognize the importance of technology. A key focus will always be capturing these innovations in a manner that offers greater value and more choice for clients looking to engage their employees and/or customers. Whilst growing out capability is often equated to increasing customization and complexity, it can also address simple demands and serve an audience with new cost-effective solutions.

Our recent launch of RewardsBy, an online SaaS platform offers...



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**REWARD THE WORLD™
REFLECTS ON
THE BIG HANDSHAKE**



Denis Huré, CEO, Reward the World™ commented: "Fraud within the loyalty sector is an issue that companies must address. It is recognised that most fraud attempts are coming from account take-overs; therefore, loyalty accounts should be protected to the same degree of security as bank accounts. To that effect, the Reward the World™ digital rewards platform has provided one of the most efficient bank-graded anti-fraud solutions (used by most top banks around the world) with its service since 2016. This solution has protected our clients and their customers from the perils of fraud – but it is still a challenge for a lot of companies within the industry."

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BE HEARD BE SEEN BE FOUND

LOYALTY IN



Featured Content



Now, more than ever, consumers want to reduce their overall expenditure, lower their consumption, and adopt sustainable practices. As a result, retail destinations must incorporate sustainability to meet growing customer expectations and nurture their customer relationships. That is why we have created this list of top tips to help start your mall's sustainability journey...

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Launching your own branded prepaid card scheme is easier than you think – B4B Payments offer everything you need to get started in weeks, with a powerful management platform, physical or virtual branded cards and a user-friendly cardholder app.

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Future Loyalty Webinars



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 the customer back?

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

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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?

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Featured Articles

EMPLOYEE ENGAGEMENT & REWARDS



CEO SOAPBOX:
MEMBER PODCAST ALERT!
HOW THE COST OF LIVING CRISIS IS AFFECTING THE RESPONSIBILITIES OF EMPLOYERS
AN INTERVIEW WITH CHRIS RONALD, VP EMEA AT BLACKHAWK NETWORK

Our Founder, Hadie, speaks to Chris Ronald, VP EMEA at Blackhawk Network about how the cost-of-living crisis is affecting the responsibilities of employers.

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INTERVIEWING! THE GOOD, THE BAD AND THE DOWNRIGHT UGLY - PART ONE
BY LUCY ALLEN OF TRIFECTA

"I talk on my LinkedIn page about the need for appropriate training for hiring managers in business and the difference it can make to a company's brand, growth and culture? I thought in this article I would put some "meat on the bones" so to speak"

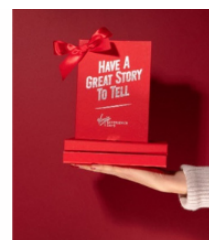
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It's the perfect occasion to recognise and reward people with extraordinary gifts, to ensure your employees and customers feel genuinely valued through unforgettable and unbeatable experiences and days out. Experiences are memorable, personal, and great for sharing with family and friends.

Download Virgin Incentive's Christmas Gifting Guide to learn more! Create magical moments with an inspirational experience gift this festive season.

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By Riz Tarer, Senior B2B Marketing Lead at **Virgin Incentives**



MAKE YOUR EMPLOYEES & CUSTOMER'S DREAMS COME TRUE THIS CHRISTMAS - DOWNLOAD OUR CHRISTMAS GIFTING GUIDE

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Featured Articles



A MODERN APPROACH TO EMPLOYEE ENGAGEMENT THAT DELIVERS RESULTS

By Sandy Fenili of Modern Motivation

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Employee engagement continues to be a hot topic in the workplace. For years, companies have been trying to find ways to consistently motivate their employees and improve their performance. However, they've often overlooked two important factors: the level of engagement experienced by an employee can vary from day-to-day or even hour-to-hour, and each employee is different.

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"Financial wellbeing is making serious headway in the world of what it means to be employed – but why is this? What really is an employee benefit, and how are propositions changing to accommodate this?"

Employee benefits are generally non-cash provisions within a company's reward package that are used for myriad reasons, but, most notably, as a strategic tool to encourage team retention and employee attraction, enhance recruitment, promote key behaviours, and improve wellbeing."

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Future Gift Card Webinar

The Gift Club Panel
Discussions and Webinars

**Closed and Open
Gift Cards: Who is
in the loop? A look
at how to leverage
both types of gift
card in our new
world and new year**



February 28th 2023 at
3pm BST / 10am ET

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BE HEARD **BE SEEN** BE FOUND

Featured Articles

GIFT CARD INNOVATIONS AND IDEAS



THE AFRICAN E-VOUCHER OPPORTUNITY

By Francis Nwoboshi, COO at Sochitel

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"The e-voucher market is growing at an unparalleled rate, with African consumers demanding global products as their spending power grows and net incomes increase. At Sochitel, we are witnessing continually growing demand for African digital products and services, both from African diaspora living intra Africa as well as in Western markets, such as the US, Asia and Europe."

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This year, for the first time, NAPCO assessed the gift card programs of 50 retailers in Australia. They used 170 criteria to evaluate expected and emerging capabilities for merchants' digital and physical gift card offerings through desktop eCommerce/digital, mobile website, mobile app and brick-and-mortar stores, with a focus on the consumer and recipient experience.

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"Generation Z hasn't really known life without fast fashion but numerous surveys and research has found that most young consumers increasingly care about sustainability. Our own research conducted by Sophie Williams, a Nottingham University student undertaking an internship with The Charity Shop Gift Card, showed that over 70% of students were actively reducing the items of fast fashion purchased in favour of more sustainable items.."

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Featured Articles



The people behind trade shows, conferences, and networking events face many challenges and deserve a continuous round of applause. Shout out to upcoming events like The Big Handshake, Employee Benefits Live, the GCVA, IMA, and any event being hosted despite the obstacles. At GoGift, we really appreciate these efforts and try to support our industry's desire to come together and work together in the best way we can.

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"There's a perception that gift cards are impersonal; a quick, easy-to-grab option with not much thought, but at The Card Network (TCN), we challenge this idea and instead see an opportunity to give something that is bigger, something that everyone actually wants: the freedom to choose."

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"Tingly, the global experience gifting company, announced today findings from a consumer survey they recently conducted that reveals, post-Covid, respondents value experiences and group activities as presents far more than they do material gifts. Some 90% of over one thousand polled Americans revealed giving a gift of an experience, such as a getaway weekend, cooking class, sports or concert event, or adrenaline junkie activity like bungee jumping, was more appealing than the typical wrapped consumer item."

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Featured Articles

IN OTHER NEWS.....

CREATING A WEBSITE, APP OR PLATFORM – PITFALLS AND PROMISES

By Caroline Watson, CEO/Founder of Voucherline, TheGiftCardCentre and MyToolboxCard



"It should be such a simple task. You want to create a solution, so you just need to find the right partner, right?"

I have trodden this road with my companies since 1995, even creating sites for customers when we pulled our hair out trying to find a good partner that we or our customers could afford.

So, from our experience and from our client's experiences I thought I would share our tips and tricks with you. "

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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**](mailto:members@the-gift-club.com)



Complimentary Webinars

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



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

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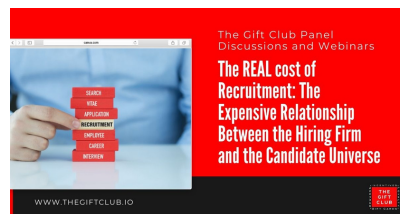


The Gift Club Panel Discussions and Webinars

2023!! Looking at Innovations in Employee Rewards and Recognition. The Importance of Engaging with Social Community, Life Events and Personal Circumstances

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

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The Gift Club Panel Discussions and Webinars

The REAL cost of Recruitment: The Expensive Relationship Between the Hiring Firm and the Candidate Universe

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

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The Gift Club Panel Discussions and Webinars

Closed and Open Gift Cards: Who is in the loop? A look at how to leverage both types of gift card in our new world and new year

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

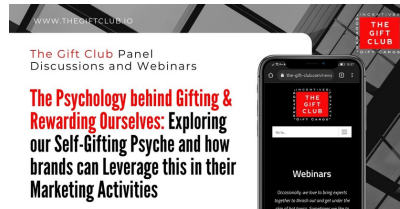
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Immediacy - The Future of Loyalty Technology: Using Data and Tech to get Customers to Swiftly Act

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

[CLICK HERE](#)



The Gift Club Panel Discussions and Webinars

The Psychology behind Gifting & Rewarding Ourselves: Exploring our Self-Gifting Psyche and how brands can Leverage this in their Marketing Activities

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

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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. ♥

