



TGC Digest

News for The Gifting Community

Gift Cards  Rewards and Loyalty  Incentives

SPEED NETWORKING EVENT

The Gift Club is planning to hold a 'Round Robin' style speed networking event this year and we'd love your input so we can curate the content around the needs of the industry.

Please click below to complete this super short survey to help us get it right and to register your interest



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HOW OUR INDUSTRY CAN SAVE THE WORLD - A SERIES ON DEALING WITH CLIMATE CHANGE

PART FIVE: WHAT OUR INDUSTRY IS PROACTIVELY DOING

FEATURING CONTRIBUTIONS FROM THE GIFT CLUB MEMBERS: BURGOPAK, EAGLE EYE, OFFERZ AND HEALTHY MINDS CLUB



We've been asking members of The Gift Club to share how they are proactively fighting their own battle with climate change. Some amazing stories!

[CLICK HERE](#)

Editors Note:

Hasn't the start of 2022 been a real treat?

The gifting industry booms to celebrate employees heading back in to the office to reconnect while retail & hospitality navigate the perks of rising footfall and explore new loyalty programs as the lifting of all restrictions begins.

With 1.3m vacancies, hiring is rife, opening up a plethora of

opportunities for people and business!

So much of our content this month is about new ways to work with our clients by giving them what they want - and the expansion of the gift card industry makes it so much easier and offers so much choice on a global scale. And working with suppliers who are climate conscious seems the only way forward too!



Hadie Perkas



GoGift.com is a leading gifting company, serving clients with innovative gifting solutions in more than 50 countries worldwide. For more information contact global@gogift.com.

BE HEARD **BE SEEN** BE FOUND

Featured Content

HOW TO HIRE IN HARMONY

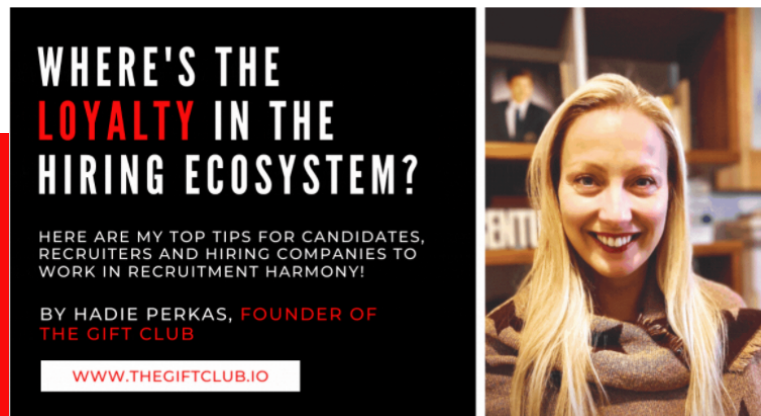
Written by Hadie, Gift Card Recruitment (GCR)

When I hear that times are “good for recruitment businesses” it makes me cringe.

Because for me, it isn't. And I run a recruitment business alongside The Gift Club.

Yes, there are many vacancies right now (1.3m to be precise) which may mean many people are on the market but this brings problems for all involved.

There is a lack of loyalty from all parties for one, so I thought I'd explain why I think this. Here are my musings.... (don't judge me!)



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Celebrating a New Industry Partnership facilitated by The Gift Club.

[CLICK HERE](#)

Healthy Minds Club this month announced a new partnership with O.C. Tanner. This partnership will put wellbeing & positive mental health at the top of the agenda for O.C. Tanner and it's customers in order to pioneer the industry with a focus on a prevention of mental health issues via a personalised employee approach.

GCVA Global Conference 2022...

The Gift Card Flagship industry event of the year, is back – in person, in a brand new venue, in London - March 2022.

Book Now!

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Featured Articles

The rapid digitisation of the gift card industry has enabled Cashwave.com to build a unique European digital rewards portfolio of top international brands and well-known local retailers, becoming a trusted one-stop shop with 300 brands in 32 countries across the continent.

[CLICK HERE](#)

IT IS NOW POSSIBLE TO BUY GIFT CARDS ACROSS EUROPE AS SIMPLY AND CONVENIENTLY AS IN THE UK

By Stoytcho Vlaykov



As businesses across the UK welcome employees back to the workplace, there's never been a better opportunity to re-focus on reward and recognition.

[CLICK HERE](#)

REWARDING AND RECONNECTING WITH EMPLOYEES AS THE UK WORKPLACE RETURNS TO 'BUSINESS AS USUAL'

BY JAMES MALIA, UK MD AT PREZZEE

[WWW.THEGIFTCLUB.IO](#)



FROM PA TO MD; MY JIGSAW ADVENTURE

BY KATIE WILKINSON, MD OF JIGSAW BUSINESS SOLUTIONS

[WWW.THEGIFTCLUB.IO](#)



We've welcomed in the new year and I've just embarked upon the next stage of my Jigsaw adventure, stepping into the role of Managing Director of Jigsaw Business Solutions.

[CLICK HERE](#)

ONE LOYALTY SIZE NO LONGER FITS ALL

A THOUGHT LEADERSHIP ARTICLE BY KRISTIE ATKINS

Managing Partner at Wink

[WWW.THE-GIFT-CLUB.COM](#)



Today's young customers want loyalty programs to be human and more personalised. Research shows over 70% want brands to celebrate their birthdays and two-thirds will quit if there is not enough variety of offers, active communication and personalised content.

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Featured Articles

Keen to recognise loyalty or their staff, the Co-op wanted to personally reward each of its colleagues' work anniversaries and appointed Terryberry to create a bespoke, online reward and recognition solution.

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The subscriptions are here to stay. The rule here is simple: we have no tiers; forget blue, silver or gold for qualifying spend. Subscribe and unlock. And benefit as a result.

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**SUBSCRIBE
AND UNLOCK.
A BLOG ABOUT**



LOYALTY BIAS

Written by
Magdalena Pudelko of Comarch

WWW.THEGIFTCLUB.IO

**WHY DO I
HAVE TO
PAY MORE
FOR MY
"OPEN
LOOP" GIFT
CARD?**

BY THISH DE ZOYSA,
THEIR PERFECT GIFT

WWW.THEGIFTCLUB.IO

 **Their Perfect Gift**
Send your smile



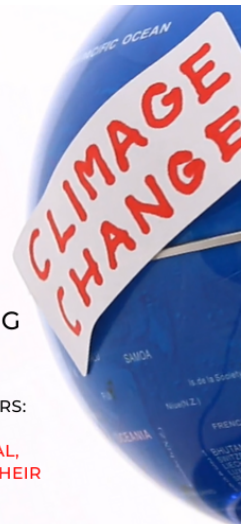
Ever wonder why you have to pay a premium for a Mastercard or VISA Gift card, but you pay face value or even negotiate a discount for a retailer-specific gift card?

[CLICK HERE](#)

**HOW OUR INDUSTRY CAN
SAVE THE WORLD -
A SERIES ON DEALING
WITH CLIMATE CHANGE**

**PART SIX: WHAT
OUR INDUSTRY IS
PROACTIVELY DOING**

FEATURING CONTRIBUTIONS
FROM THE GIFT CLUB MEMBERS:
GOGIFT, GREEN GIFT CARDS,
MY VIP REWARDS, TCC GLOBAL,
THAMES TECHNOLOGY AND THEIR
PERFECT GIFT



We asked members of The Gift Club what they are doing to help fight climate change. Sharing their fabulous stories, check out Part 6: How Our Industry Can Save the World

[CLICK HERE](#)

Featured Hub News



OUR PEOPLE COMMUNITY

The Hub by The Gift Club

The Hub is the industry's community platform.

It is the collective *heartbeat* of the 'people' and has been created to provide an exclusive platform for individuals to share, learn, meet and do business.

If you'd like to be a part of this exclusive community, please sign up here

THINGS TO DO IN THE HUB:

- Meet new contacts in dedicated groups
- Introduce yourself and get noticed
- Search for upcoming events
- Read more industry news
- Find learning resources
- Watch podcasts
- Be inspired

Blackhawk Network is working with The Gift Club and will appear in The Hub and our fortnightly newsletter as an Employer of Choice



LEARN MORE 



GCVA CONFERENCE 2022 - AN INTERVIEW WITH GAIL COHEN, DIRECTOR GENERAL

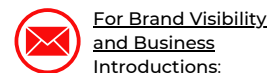
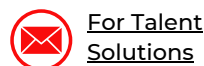
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Conference 2022 promises to be the biggest and best yet, confirming its place as the annual go-to event for the gift card and voucher industry.

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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. ♥

