

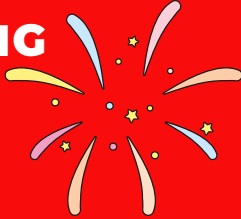


# TGC Digest

News for The Gifting Community

Gift Cards  Rewards and Loyalty  Incentives

## CELEBRATING ALL OUR MEMBERS



We can't exist without their support so the least we can do is celebrate them!

Our members offer a range of products and services from consumer & customer loyalty to employee rewards & recognition across the world.

They've joined our community to be heard, to be seen and to be found. The board may look busy, but we have room for many more. Join us!



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### Editors Note:

We've been busy planning and attending webinars and events in March. It seems we are definitely back to real life - hoorah!

We are collaborating with the Loyalty Security Alliance next month to bring a free webinar about Digital Wallets and Fraud - very exciting indeed!

And the trade associations are in full throttle mode getting the industry back in person

As will we be - more details soon!

I'm proud to present this month's top highlights from The Gift Club. There is so much content, we're sharing the best of a great bunch!

From Australia, Italy, Argentina, Switzerland and the UK, we've got it covered

And finally, my thoughts are with Ukraine and the Ukrainian people at this time. Wishing for peace



Hadie Perkas



If you'd like to sponsor TGC Digest, this is where your logo and blurb will go, reaching 2000 subscribers every month. Contact Hadie for more info!

**BE HEARD BE SEEN BE FOUND**

# Featured Content

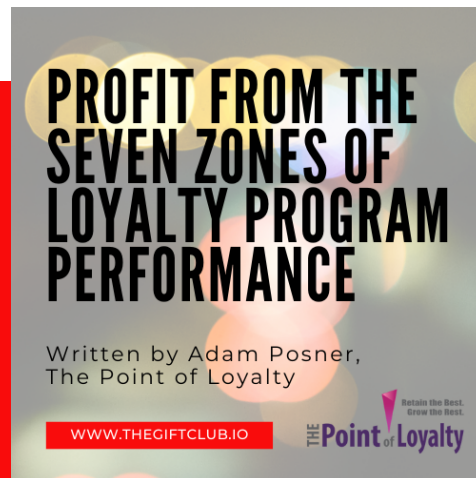
## LOYALTY IN **FOCUS**

Written by Adam Posner,  
The Point of Loyalty,  
Australia



Before you dive into what your loyalty program structure, benefits and rewards are, carefully consider the strategy.

To guide you along the strategic process, here are the Seven Zones of Loyalty Program Performance.



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Written by Nicolas Garrelly,  
Sustainability Manager at  
tcc

28% of consumers have stopped buying certain products due to ethical or environmental concerns.

Nicolas writes about what changes he has seen between brands and their customers in their journey together to battle climate change



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## FREE WEBINAR 26TH APRIL

The Loyalty Security Alliance and The Gift Club are collaborating on a hot topic: Digital Wallets.

Our panel of experts will look at the global landscape of Digital Wallets and then dig into questions related to their security, such as:

What is the impact of Digital Wallets and their proliferation on Loyalty Programs, and Gift Card Issuers and program collaboration? Is their growth an opportunity for Fraudsters?



# Featured Articles



Providing information about a product's carbon footprint can help our planet both collectively and individually, and it has the potential to change consumer behaviours.

Retailers that are able to provide this information will also benefit from the ability to analyse the changing patterns of their customers' shopping behaviours as a result and will be able to use these data-driven insights to provide more value to their customers

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## EMPLOYEE ENGAGEMENT & REWARDS



Blackhawk Network offer an insight into the employee engagement trends to consider in 2022 to keep your company's talent, culture and successes afloat.

With the 'Great Resignation' sweeping the country people are giving up their jobs in droves in search for a better life. As such we are in a position where staff engagement must be at the forefront of our minds for 2022 and beyond.

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oh! GIFT CARD



At this point, it is evident that a salary increase is not the only nor the best way to build your teamwork's loyalty.

Be aware of your corporate culture, the emotional aspects, and personal lives, and get an incentive program with points, benefits, or gifts to make them feel recognized

by Oh! Gift Card

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# Featured Articles

## GIFT CARD INNOVATIONS AND IDEAS



If you look at any map of the European Union or Economic Area, there is a very nice shaped area called Switzerland! It's full of cheese, chocolate, knives and nice people. And Gift Cards!

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## FIVE TOP TIPS FOR DRIVING GIFT CARD SALES THROUGH DESIGN, INNOVATION AND MERCHANDISING

By Craig Padley,  
Retail Sales  
Director at



Innovative designs and exciting materials can enhance your gift card offering especially for high average transaction value (ATV) events such as weddings, new baby, and Christmas.

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## RISE OF THE RESTAURANT: DINING OUT IS BACK IN (THANKS TO GIFT CARDS)

Written by Alethea Price, Marketing and PR Manager at Burgopak

[WWW.THEGIFTCLUB.IO](http://WWW.THEGIFTCLUB.IO)



It looks like while times have been tough, the future of restaurant gift cards is good, and with dining back on the cards now is the moment to invest in a gift card and loyalty solution with creative design and customer experience at its heart.

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## THE HEALTHY FOOD GIFT CARD: GIVING EVERYONE THE OPPORTUNITY TO EAT WELL

By Maurizio Tessarotto of Generali Vitality

What if we combine a labelling system with a Gift Card that works on healthy food only? Maurizio shares his thoughts

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

**PART EIGHT: "KIND TO OUR CORE" - NEW LOOK'S GIFT CARD INITIATIVES TO FIGHT CLIMATE CHANGE**



**NEW LOOK**  
Written by Roly Gordon,  
Senior Direct Partnerships  
Manager at New Look



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"Kind to Our Core is something we talk about a lot at New Look.

It's the way we refer to our environment, social, and corporate government strategy. It sums up the values we want to embed and the actions we need to take across the entirety of our business".

Roly Gordon, New Look

# In The Hub

## 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](#)

## 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



## HOW TO GET THE MOST OUT OF YOUR LINKEDIN COMPANY PAGE

FOR THE GIFT CARD, INCENTIVES, REWARD AND LOYALTY INDUSTRY

BY HADIE PERKAS, FOUNDER OF THE GIFT CLUB

[WWW.THEGIFTCLUB.IO](http://WWW.THEGIFTCLUB.IO)

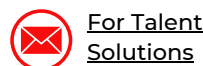


We swear by our LinkedIn company page... as should you if you are B2B.

Here are some free tips from our founder, Hadie on how to grow your LI audience

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