



# TGC Digest

News for The Gifting Community

Gift Cards



Rewards and Loyalty



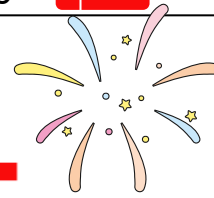
Incentives



## SAVE THE DATE



**LONDON**  
Tuesday  
27th September  
2022, 2-6pm




**Meaningful Networking**  
(2 hours with people you want to meet)  
**Speaker and Panel**  
(30 minutes of great content)  
**Entertainment, Cocktails & Canapés**  
(No event should be boring!)



For members and non-members

Tickets available soon!

Register your interest to attend for a discounted ticket price 

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Add event to your calendar in the meantime



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### Editor's Note:

We bring you our very first, debut live, in person event.....

The Big Handshake will be held in London on Tuesday 27th September.

There are limited spaces and tickets will be on sale soon.

Prepare for some meaningful conversations, drinks and eats. Lots of mix and mingle shenanigans!

We can't wait!

In the meantime, we've been filling up inboxes, social feeds and news archives with great content derived from some of the best companies and individuals in the industry.

The month of May was no short of fabulous, so look out for the latest podcasts, trend reports, thought leadership and job opportunities.

We also launched our first series of webinars "In The Red Room" with me - keep scrolling to see the topics and decide if you'd like to participate in the panel or in the audience!



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!

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## BE HEARD BE SEEN BE FOUND

# Featured Content

## LOYALTY IN **FOCUS**

### GAMIFICATION – A BILLION \$ RETAIL OPPORTUNITY DISRUPTING LOYALTY

A 6-STEP GUIDE TO ACHIEVING A SEAMLESS GAMIFICATION EXPERIENCE

By Premal Patel, Managing Director at Catalina UK



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For a number of years now, providing an omnichannel experience for shoppers has been a key opportunity for retailers to engage customers in a seamless way, making their journey as frictionless as possible, building loyalty and ultimately increasing sales.



"These are the entrepreneurial traits which have served me best in my lifetime as an entrepreneur but it's worth considering how these skills can be applied to the unique set of challenges faced by the majority of loyalty teams."

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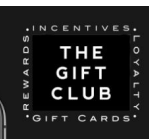
Research reveals 70% of loyalty program members in 2022 are taking advantage of most of their rewards and benefits, up from 63% in 2020 (pre-pandemic) and up from 54% in 2016

Results from the 10th edition of the annual Australian customer loyalty and loyalty program research study, For Love or Money™ 2022, reveals 70% of Australian loyalty program members are taking advantage of most rewards and benefits their programs offer.

## June Webinar (Complimentary)

The Gift Club Panel Discussions and Webinars

Defining customer loyalty marketing goals: Exactly what is the objective?



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"Giving our customers rewards for their loyalty" - This is not a strategy! Higher ATV, frequency of visitors, enrolment rate.... we explore the goals and metrics that determine the success of a customer loyalty program

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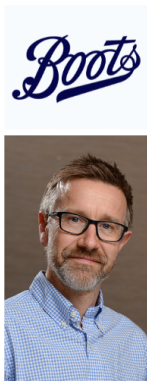
Your host is Hadie Perkas, Founder of The Gift Club with panellists confirmed so far:

Joel Hanley, Client Success at Coniq

Antony Draper, Loyalty Operations and Development Manager, Boots UK

Yuping Liu-Thompkins, Professor of Marketing, Founder of Loyalty Science Lab

# Featured Articles



I have a great chat during my podcast with Dave. 15 minutes exploring the changing landscape of loyalty over the past two decades and he shared his predictions on the use of data and technology to drive customer loyalty in the future.

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You've made the decision and can find the budget. It's time for your loyalty reward, marketing incentive, customer or staff thank you campaign. Or perhaps you're designing a full-blown rewards portfolio for your all new and shiny loyalty program.



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## EMPLOYEE ENGAGEMENT & REWARDS



"I wondered, just how much growth and development were being sacrificed by managers and business owners not knowing how to effectively recruit?

This is hurting the company's brand, that's how important good interview techniques are to any organisation of any size".

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one to bring the most innovation into the company you are working for? It's a no-brainer that such things are genuinely memorable for everyone. RewardsBy believes that more people deserve to experience such a strong sense of belonging and recognition.

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Approximately 68% of UK women and 57% of men with mental health problems are parents.

This shocking statistic as well as Maddy's personal story got her thinking about parents in the workplace and how hard it is when you don't have support as a parent. There are 4 billion parents globally, why are they not a priority to employers?

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In an era of economic uncertainty, more and more employees face financial difficulties. The net result is that many hardworking professionals are battling to pay bills and rent, which can seriously affect their mental health and overall productivity.

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# Featured Articles

## GIFT CARD INNOVATIONS AND IDEAS



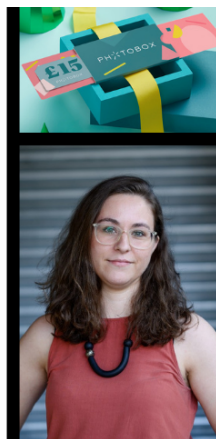
I began my journey to the role of the Incentive Gift Card Council (IGCC), President in 2013 when I first joined IGCC as a member representing Applebee's and IHOP's B2B gift card programs. The IGCC is a strategic industry group within the Incentive Marketing Association (IMA), created to provide an awareness of gift cards and certificates as a viable option for use in premium and incentive programs.

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## LETTERBOX DELIVERY: THE ROLE OF 'PHYGITAL' GIFT CARDS

Written by Alethea Price, Marketing and PR Manager at Burgopak

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it is in omni-channel solutions that the true potential of your digital sales presents itself. The demand for speed, accessibility and in-home services continues to grow, but convenience is no longer the pinnacle of our needs. What really peaks our attention is the ability to choose.

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Overseeing all operations and identifying new opportunities and ways for Prezzee UK to grow, James Malia chats to me about HI ( Human Interaction), Prezzee's antidote to AI and the value of an emotion. They also chit-chat about getting the gifting and gift card industry fully digital and the secret behind a well made cocktail!

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GoGift is a global gifting company based out of trendy Copenhagen. With 110+ dedicated GoGifters across 20 nationalities and more industry experience than most, GoGift is specializing in innovative and customizable gifting, reward and incentive solutions – all around the world!

GoGift is also behind The Global Gift Card, a multi-purpose cross-border and cross-currency gift card used by companies for global gifting needs.

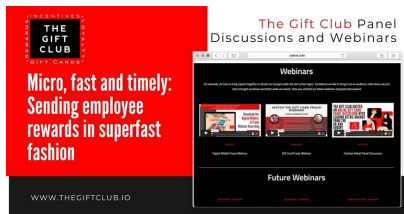
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# Complimentary Webinars

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



July 19th 2022 – 3:00pm BST  
Micro, Fast and Timely: Sending employee rewards in superfast fashion

[CLICK HERE](#)



September 13th 2022 – 3:00pm BST  
The Psychology behind Physical & Digital Gifting

[CLICK HERE](#)



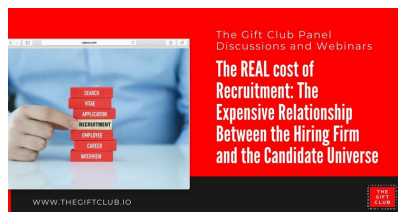
October 18th 2022 – 3:00pm BST  
Emoloyalty: That Moment to Reward for Being in Love with your Brand

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

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

[CLICK HERE](#)



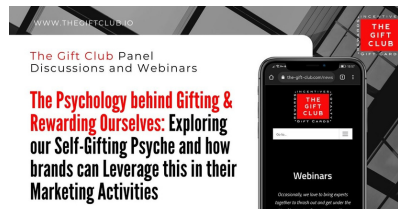
February 29th 2023 – 3:00pm BST  
Closed and Open Gift Cards: Who is in the loop?

[CLICK HERE](#)



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

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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. ♥

