



## Upcoming Industry Event: GCVA Conference

February 25, 2026

The first week in March, the [GCVA](#) Conference brings the UK gift card industry together for two days of all things gift card - the practical, the social (hello top class networking!), and genuinely useful. It's where the people who build, design, distribute, secure, sell, market, and ultimately rely on gift cards get in the same room—often for the first time since the last conference—and compare notes on what's changed, what's working, and what's coming next.

### What is the GCVA?

The Gift Card & Voucher Association (GCVA) is the trade body representing the UK gift card and voucher sector. At its core, GCVA exists to protect and promote the sector - supporting a safe, reputable, and thriving market. That means championing best practice, convening members, enabling constructive dialogue with stakeholders, and helping the industry respond to emerging issues—particularly where consumer protection, fraud prevention, and responsible growth are concerned.

### What is the GCVA Conference, and what can I expect?

[GCVA Conference 2026](#) is designed around one clear idea: shared progress is faster progress – or to steal from others *'a rising tide lifts all ships.'* The gift card market sits at the crossroads of payments, retail, incentives, and consumer trust so the agenda mixes insightful keynotes from experts, discussions and forums for attendees to dive into detail, updates about on-going GCVA work streams, and lots of great panel discussions on all the hot topics.

Sessions typically span across themes like fraud and emerging attack patterns, digital delivery and wallet adoption, the evolving role of gift cards in loyalty and employee benefits, omnichannel distribution, regulatory updates, and the operational nuts-and-bolts that keep the ecosystem healthy and innovative.

We also have an exciting international element to the Conference this year, with a our 'International Forum Live' on-stage – there really is a bit of everything. Alongside the stage agenda, the real value often comes in the margins: conversations over coffee that turn into partnerships and new opportunities.

### Who attends?

The audience reflects the full ecosystem. You'll meet brands and retailers, gift card issuers, programme managers, aggregators, processors and platform providers, distributors (online and in-store), incentive and reward specialists, fraud and risk experts, consultancies, and supporting partners across compliance, data, and security.

It's also a room where commercial teams sit alongside operations and product, and where senior leaders share the space with specialists who deal with the day-to-day realities. That mix matters: when everyone is present—from strategy to execution—the conversations get sharper and the outcomes become actionable.

### **Why should I attend GCVA Conference 2026?**

GCVA Conference 2026 is the one moment in the year where the European gift card ecosystem comes together with a shared purpose: to get ahead of what's next. Our aim is to help you leave with practical insight into emerging trends, innovative developments, and evolving consumer expectations, as well as the opportunity to build relationships that make day-to-day collaboration easier long after the conference ends. Whether the priority is protecting revenue, improving customer experience, finding new partners, or simply staying relevant in a fast-moving sector, GCVA Conference 2026 offers focused content and high-value conversations that justify time away from the office.

GCVA Conference 2026 is, ultimately, about building that resilience together—while celebrating the people and organisations doing the work. Whether you come to find partners, benchmark your strategy, get ahead of the next risk, or simply reconnect with your peers, the conference is where the industry gathers to move forward—collectively, confidently, and with purpose.

[More information is available on the event's website.](#)

### **The RGCA–GCVA partnership**

Gift cards don't stop at borders—and neither do fraud patterns, technology shifts, or consumer expectations. That's why the RGCA–GCVA partnership matters. Working with the Retail Gift Card Association (RGCA) strengthens international collaboration, making it easier to share intelligence, compare approaches, and coordinate on common challenges. In practical terms, the partnership helps surface trends earlier (especially on fraud and emerging tactics), encourages alignment on best practice, and opens channels between UK and international stakeholders who are tackling the same problems at different points in time.

And we don't only partner with RGCA – we have a fantastic collaborative network across the world with partner associations in Europe, Australia and more widely across incentives and loyalty as well as safety and security. The result is a more resilient ecosystem: one where learning travels faster than risk, and where innovation is grounded in shared standards and shared experience.