

Giftex Prepay 09

Giftex Prepay Network Event

Monday July 13th and
Tuesday July 14th 2009

Park Hyatt
4 Avenue Road
Toronto, Ontario,
Canada M5R 2E8

Tel: +1 416 925 1234
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Call now to reserve
your privileged room
rate of \$189 per night.
Identify yourself as
Giftex Prepay delegate.

Gift and Prepaid Retreat

Behind the Scenes of Winning Gift and Prepaid Card Programs

Retreat Sponsored by
Innovative Graphics Group

Innovative Graphics Group



DAY ONE

12.00 – 12.45

Registration and Buffet Lunch

Sponsored by CPI Card Group  **cpi card group**

12:45 – 1:00

Welcome from Your Network Chairman

Introduction and welcome from Tony Craddock, Chairman of the gift and prepaid industry's global professional network.

1:00 – 1:30

Keynote Presentation from Your Host

Welcome, introduction to the Canadian market and case study of how a new innovative card technology, EnviroCard, is shaping future consumer buying patterns.

- *David Engel, CEO, Innovative Graphics Group (Canada)*

1:30 – 2:45

Loyalty and Prepaid: How the Integration of Prepaid and Loyalty Pays Dividends

The latest developments that enhance payback for prepaid issuers with both closed and open loop programs. We call on industry experts to explain how loyalty management techniques can have a positive impact on performance, through presentations and 'roll your sleeves up' participative activities. Industry authorities include:

- *Neissan Monadjem, CEO, E-Safetransfer (Brazil)*
- *Kathy Cook, Customer Marketing Manager, Limited Brands (US)*
- *Marc Trudeau, VP Strategy & Corporate Development, Aeroplan (Canada)*

2:45 – 3:15

Coffee Break

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3:15 – 4:30

What Business Buyers Really Want: How the B2B Channel Increases Gift and Prepaid Program Profitability

The Business Buyers session will give you the opportunity to learn from global B2B specialists as well as witness in-depth panel discussions between business buyers about the potential opportunities and challenges through this exciting channel. Featuring industry authorities such as:

- *Brian Dunne, CEO, Action Solutions (UK)*

4:30 – 5:00

The Prepaid Future: Views Exchanged

An engaging, interactive session for delegates to understand their views on the prospects for gift and prepaid in Canada and elsewhere.

- Session facilitated by CPI Card Group (US)

5:00 – 5:30

Closing Comments from Your Network Chairman

DAY ONE

Evening

5:30 – 7:00

Cocktail Reception

At the end of Day One, we invite all guests to join us for a relaxing cocktail reception, to discuss the day's findings, unwind and network with others attending the Retreat.

7:30 – 11:00

Networking Dinner

Sponsored by CPI Card Group  **cpi card group**®

After a cocktail or two, guests are invited to join us at one of Toronto's leading restaurants. The evening will be the perfect end to the day's proceedings. With delicious food and great company, this is set to be a wonderful evening.

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DAY TWO

8:30 – 9:15

Day two sponsored by IGH Solutions



Registration and Business Breakfast

Sponsored by CPI Card Group  **cpi card group**

9:15 – 10:15

The Professor's Report: Trends in Gift and Prepaid from the World's Leading Authority

Professor Dan Horne from Providence College, USA, delivers a research-led presentation about how consumers and businesses are adopting gift and prepaid products in Canada and elsewhere. It will draw on a unique study about Canadian consumers and experience working in North America and around the world.

• *Professor Dan Horne, Director of Research, Giftex Prepay (US)*

10:15 – 11:00

Network Branded Prepaid Cards: A Market Shake-up

Recent changes to regulations in the US and the growth in demand from consumers in giving open loop gift cards will change the gift and prepaid card landscape. This session reveals insights into future adoption patterns for prepaid cards around the world, including a perspective on mobile payments, contactless and on-line sales. A legal specialist and prepaid card issuer shares their experience of a multi-channel, multi-purpose program that generates real commercial benefit.

11:00 – 11:15

Morning Break

Sponsored by CPI Card Group  **cpi card group**

11:15 – 12:00

Driving Above Average Sales Growth through Promotion and Packaging

Insights from a US thought leader representing Victoria Secret's PINK, Bath & Body Works, White Barn Candle Co, & more. Hear about Kathy's learning from 2008 and her predictions for the 2009 holiday period and beyond. Session includes discussions surrounding personalization, gift card promotions and third party sales.

• *Kathy Cook, Customer Marketing Manager, Limited Brands, (US)*

12:00 – 12:30

Innovation Using Design Materials and Promotions to Enhance Sales

Round tables discussions to explore how well different card manufacturing techniques and designs will appeal to different customer groups.

- Dave Gilbert, IGH Solutions, (US)

12:30 – 1:00

Innovation Using Design Materials and Promotions to Enhance Sales

With over \$8billion cards sold through 100,000+ outlets around the world, InComm presents the secret to third party distribution and ideas on how retailers can use this new channel to add profitable gift card sales.

1:00 – 1:15

Closing Comments from Network Chairman

