Meet the IA21 WINNERS
Reloadly is a technology company that builds mobile payment APIs for developers and their brands. On a mission to fuel mobile payments across the world, this fintech allows businesses of every size to use its software to enable the transfer of digital mobile payments, digital goods and mobile top-ups.
I am sure that you feel as I do, that time has undergone a shift in the last 18 months, and that it seems to speed by at a previously unheard-of rate. It’s only in stopping for moments such as this event, that we can pause to reflect on how the incentive industry has truly adapted and changed, and it brings me a great sense of pride to be a small part of a sector that is so resilient.

No one in any walk of life has been left unchanged from the effects of the pandemic, but the advancements we have all seen in incentives, from the strategy and technology through to the delivery and implementation have all seemed to explode with such rapid change, a burst of innovation and also a feeling of great team spirit.

It is a sector where I believe we act as colleagues, rather than competitors, where knowledge is shared widely and given freely, and it has always been my hope the Incentive Awards represent that. I believe that this is a sector where the aphorism “a rising tide lifts all boats” is proven to be correct.

The increased interest in incentives as a sector, the spotlight that has been cast onto the issues we talk about day in day out, such as engagement, people development, recognition has been heartening. It really is ‘our time to shine’ – and I believe this year’s nominees truly have.

It is wonderful to be ‘back in the room’ and to welcome guests from overseas to celebrate with us, at what I am proud to announce is a sold-out event. I would like to extend a number of thankyou’s – firstly to our expert panel of more than 15 judges, your time and input is truly appreciated. To all our sponsors and partners, in particular IMA Europe and Prezzee UK. And to all our attendees, without all of you there would be no event.

As well as this moment where we can all relax a little, catch-up with colleagues and acquaintances, I’d also like to draw your attention to our chosen charity for IA21, Julie’s Bicycle. As you will all be aware climate change is a cultural challenge that requires urgent action and Julie’s Bicycle is a pioneering not-for-profit mobilising the arts and culture to act on this.

Founded by the music industry in 2007, JB has partnered with over 2000 organisations and focuses on high-impact programmes and policy change to meet the climate crisis head-on. It is an inspiring initiative, and we would like to show our support for this cause. If you would like to learn more head to page 8 scan the QR code, make your donation and you will automatically be entered into a prize draw with the chance of winning some amazing prizes.

Thank you all for attending.
What are the different ways you’re seeing businesses use Prezzee?
Internally, it can be rewarding teams for business successes, overtime, incentives, or boosting morale during stressful periods. Externally, the Prezzee Smart eGift Card can be used for key consumer periods, referral programs, engaging consumers, attracting and rewarding participants for market research, thanking clients and retaining customers.

Gift-giving is a universally feel-good act. How does Prezzee retain the human element with B2B gifting?
Our B2B offering, Prezzee Business, takes a unique approach to business gifting. The Prezzee Smart eGift Card can be fully customised with a business’ logo and brand colours, a greeting card, and include a photo/video message to really add that personal touch. We aim to make every recipient feel recognised, appreciated and happy when they receive a Prezzee. It’s the flexibility and personalisation of Prezzee that helps businesses create meaningful connections with their employees, customers, and clients.

COVID-19 has seen a surge in companies realising the value of acknowledging the hard work of staff. How have gift cards been beneficial to this trend?
Gift cards are a simple but powerful gesture of thanks and recognition. Showing colleagues you care about their wellbeing and happiness at work during a difficult time is crucial to the success of any business. Sending eGift cards is a thoughtful, easy and cost-efficient way for a company to achieve this.

Gifting magic is one of Prezzee’s values. As a global company, how do staff feel motivated and valued in the day-to-day culture of Prezzee?
Initiatives from our People & Happiness team ensure everyone feels a part of the growth. Recognition is shown at events such as our virtual Prezzee Oscars and the HeyTaco app via Slack, which encourages daily recognition, gratitude and acknowledgment amongst our global team. Since I started in July, there have been over 10,000 gestures of thanks and recognition internally across our 150+ team – truly outstanding!

What’s next for Prezzee?
As a new company, Prezzee has valued innovation, its people, and different ways of working from the very beginning. Last month, we were recognised as Australia’s newest $1B tech unicorn, with a 400% increase in annual revenue in 2021. We recently signed a landmark global deal with Mastercard that will see us expand our reach and the digitisation of the gift card industry. Watch this space!
Take the guessing out of giving

Reward & thank your employees, clients and customers with fun, personalised, easy-to-use digital gift cards from Prezzee Business.

The gift of choice
We’ve thought outside the box to give businesses an abundance of options with the Prezzee Smart eGift Card; one card that can be used to swap for 100+ big brands, including ASOS, John Lewis, Starbucks, Zizzi, and many more.

Perfect fit for every business
Send one or send thousands in just a few clicks. The Prezzee Smart eGift Card can be delivered instantly, or scheduled for a special occasion. Include a personal photo and video message to celebrate the successes of your business and people.

Sustainable and safe
A sustainable gifting choice; no plastic, no waste. Just happy faces and a happy planet. Prezzee Smart eGift Cards are securely-backed and delivered directly to inboxes completely free of charge.

A personalised branding experience
Design and send fully customised cards, using your business logo and brand colours. Prezzee Business is the solution to ensuring every digital gift card is 100% tailored to your business needs.

Campaign tracking
Create, send and track marketing campaigns with our user-friendly Prezzee Business dashboard. View deliveries, opens, and redemptions all from one place, and only pay for the gift cards that are redeemed.

One card. Endless choice.

Scan me to learn more and create your free Prezzee Business account today!

prezzee.co.uk
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THE INCENTIVE, REWARD & RECOGNITION ASSOCIATION
Optimise your networking, partnership opportunities, reputation, competitive advantage & keep up to date on industry trends by joining our growing association.

More Info;
office@imaeurop.com
MEET THE HOSTS

Alastair Bellwood  
Managing Director,  
Bellwood Kilberry Limited

Bellwood Kilberry helps businesses to improve existing or identify new revenue streams with a focus on gift card and loyalty programmes but broad experience in payments and start-ups. With 25 years of retail experience with leading UK merchants before becoming Business Development Director EMEA for Blackhawk Network Europe, Alastair is on a mission to support retailers and innovative businesses to grow and improve.

Alastair has also sat on numerous judging panels, spoken at many national and international conferences and has hosted a number of awards ceremonies, including the Incentive Awards for the last 3 years. He considers the latter an honour.

Having worked with a host of well-known brands across multiple industries Bellwood Kilberry ensures that its clients have market-leading schemes and a roadmap of significant growth. Whether a concept or an established scheme, contact Alastair if you want to have an informal discussion about the potential of your gift card or B2C and B2B programmes.

alastair@bellwoodkilberry.co.uk

Henry Mayhew  
LBTV

Henry leads LondonBusinessTV.com an online business television production studio. LBTV is currently developing video content for the upcoming IMA Europe digital member directory.

Henry began his career at UK national broadcaster TVam working on the morning show and meeting international stars of the day among whom he remembers the great Barry White, Larry Hagman, A-ha and Richard Branson. He recalls strangling Morten Harket of A-ha with a microphone cable. It was all very early in the morning.

He moved to Sunday Business newspaper as commercial director and became increasingly involved in market research within consultancy and international banking. Setting up an independent consultancy he ran projects for professional services firms including BDO, Baker Tilly and Oliver Wyman and banks including Morgan Stanley, Goldman Sachs, Credit Suisse and Citi.

He has recently founded LondonBusinessTV.com to explore the interplay between mobile phone cameras, online video and social media as business tools. The main studio is in London, conducting interviews online and editing mobile phone footage for inclusion within interviews. A second studio is being developed near Limoges airport in south west France to enable in-person video production and creative collaboration in a pleasant environment between Paris and Biarritz.

henry.mayhew@fortyminutes.com
Julie’s Bicycle is a London based charity that supports the creative community to act on climate change and environmental sustainability. Julie’s Bicycle supports the Paris Agreement goal to limit global warming to 1.5 degrees Celsius by focusing on energy, the major source of carbon emissions for the cultural sector.

Over 11 years, Julie’s Bicycle has built a quantitative and qualitative evidence base which shows that culture, climate, and the environment are firmly bonded.

Julie’s Bicycle runs a rich programme of events, expert resources, training, community-building, and advocacy, which contribute to national and international climate change policy development through the arts and creative industries.

More than 2,000 companies use the Creative Industry Green Tools, Julie’s Bicycle’s suite of carbon calculators, and its certification scheme, Creative Green, is the recognised benchmark for sustainability achievement within the creative industries.

Julie’s Bicycle works with organisations and independent professionals across the UK and internationally to embed environmental sustainability into their operations, creative work and business practice.

**JB supports the arts and culture to:**
- Become net zero carbon and restore nature.
- Inspire public action on climate and ecology.
- Champion environmental justice and fairness.

The team believes that the climate crisis is a cultural crisis and to build the consensus for rapid action on climate change, a shift in cultural attitudes, narratives and practices is needed. through inspiring audiences, shifting hearts and minds and creating new ways of living and working.

“Julie’s Bicycle would simply not exist without the support and partnership of bold organisations and funders. We are proud to have achieved sector-wide engagement and measurable impact reductions in our first thirteen years of life, but we still have a long way to go.”
Make your next incentive truly remarkable with Another Way.

info@another-way.co.uk
Replacing Jane after 10 years dedicated service will be tough.

At least sorting her collection won't be.
**MEET THE JUDGES**

**Managing Director, Blake Connolly ltd**

**Tom Blake**

Tom is an international people leader supporting organisations with the difficult questions around optimising overall performance.

**Managing Director, Information Technology & Services Industry**

**Mark Brown**

Skilled in diverse areas as Counter Fraud, Cyber Security and Risk, he also provides Board Advisory to fast growth and innovative scale up businesses. Mark holds a MSc Degree in Counter Fraud & Counter Corruption Studies from the Institute of Criminal Justice Studies (ICJS), University of Portsmouth where his research focussed on the Global effects of Cyber Warfare and Cyber Crime.

**Founder of Bravand**

**Jilly Cross**

Jilly is the founder of Bravand, a collective of Digital Professionals that design and build platforms and products for organisations that need to change something.

A collective of Digital Professionals that design and build platforms and products for organisations that need to change something.

**Founder & Managing Partner, Related Inc**

**Rabih Farhat**

Rabih Farhat is the Founder and Managing Partner behind Related, an award-winning martech agency that provides customized loyalty and reward solutions, and builds seamless technologies delivering exceptional customer experiences. With over 20 years of cross-industry expertise, he became a thought leader in driving the most successful programs across the Middle East and Africa region.

**Client Partner, Growth, Digitas**

**Meena Ganeson-Kumar**

Meena has a wealth of experience in customer lifecycle, loyalty and digital marketing. She is well versed in the marketing technology space, having worked in global network agencies in Australia, UK and Singapore.

Meena has also sat on a number of award judging panels and presented in data forums around Australia. She is a great believer in delivering personalized customer experiences across all channels with technology being the enabler. Recognizing, retaining and rewarding high value customers are key components to drive loyalty and advocacy.

**Founder and Managing Director of The Incentive Company**

**Debbie Ghillino**

Debbie started her incentive career in 1996. Debbie was privileged to be President of the Global Incentive Council based in the USA during 2014/15 and spoke at the Incentive Marketing Association conferences in the US for three years in a row, raising the profile of incentives globally and sharing best practices.

Debbie founded The Incentive Company in 2015, driven by a desire to partner with clients and passionately work on their businesses to deliver their incentive goals, developing the best possible system and gathering the top incentive minds. In 2019, Debbie became a founding member of the Middle East and African chapter of the IMA, and is also a founder and Director of The Incentive Company.
MEET THE JUDGES

Managing Director
Emma Johnson Consulting

Emma Johnson

Emma is a qualified Mental Health and Well-being instructor, working with organisations to develop mental health awareness and establish well-being initiatives to support individuals and organisations.

Women in Incentives Network (WiiN)

Barb Hendrickson

Barb Hendrickson is President of Visible Communication, LLC, a Michigan-based company that helps organizations through effective website content, in-bound marketing and social media strategies, reputation management, brand development and more.

Previously, Barb was President of Design Incentives, Inc., and Barb is a Certified Professional of Incentive Management (CPIM), the incentive industry’s highest certification. She has designed sales contests, consumer offers, reward and recognition programs, branding strategies and much more for major corporations like General Motors, Whirlpool, Electrolux, Nissan and more.

In 2011, Barb served as President of the Incentive Marketing Association. Barb has also authored, “It’s Not About the Money; 10 Steps to Designing Effective Non-Cash Incentive Programs that Retain Employees, Engage Customers and Improve Business” as well as developing the study session on the curriculum for the Incentive Professional certification exam. In 2020 she received the Incentive Marketing Association Karen Renk Fellowship Award, following her Lifetime Achievement award in 2018.

Founder & CEO Garçon Wines

Santiago Navarro

Santiago fronts the London-based start-up’s mission of innovating in cleantech packaging to make the 21st century wine industry more sustainable, starting with better bottles as the status quo ones are the single largest contributor to wine’s carbon footprint.

For the last decade, Santiago’s entrepreneurship has seen him repeatedly challenge the status quo starting with his first venture; innovative, online wine retailer Vinopic Wines. It was while building this business that Santiago became increasingly aware that the likely largest opportunity in wine was from better, advanced cleantech wine packaging to suit modern, complex business models. Today, his multi award-winning sustainable flat wine bottle innovation is internationally recognised, intercontinentally available, and helping to make wine’s packaging and shipment kinder to planet, people, and profit. Santiago is highly motivated to be participating in the 2021 Incentive Awards judging panel to celebrate and reward the very best programmes, people and technologies in the incentive space.

Happiness at Work expert, CEO, Happiness at Work

Aoife O’Brien

Her mission is to help organisations to increase employee retention by using culture-fit in their hiring decisions. She is passionate about ‘fit’ and specifically how creating the right environment can help individuals to reach their full potential and support organisations to thrive.
MEET THE JUDGES

General Manager, Microsoft Solutions
Mark Smith

Mark is a member of the Microsoft UK Leadership Team and runs Microsoft Solutions comprising of 325 diversely skilled people covering the three Microsoft Clouds.
Mark has been in IT Sales, Service and Management for 22 years covering all sectors and multiple solution areas from Software & Service providers including SAP, KPMG Consulting, webMethods joining Microsoft in 2004.

CEO, SuperWellness
Angela Steel

Angela Steel is the award winning founder and CEO of SuperWellness, a company with a UK-wide presence trailblazing the field of nutrition-centred wellbeing.
Angela retrained in nutrition after 15 years in senior leadership in the IT industry. Having experienced the impact of nutrition on her own health, she developed a strong purpose to help more people benefit from this knowledge. She retrained part time for three years at CNM London, qualifying in 2009.

Entrepreneur, former Chairman of Sodexo Engage UK
John Sylvester

Entrepreneur, former Chairman of Sodexo Engage UK and Chairman of the IPM – John is a leading industry figure with 35 years hands on experience in the Incentive and Motivation industry.
John was awarded ‘Trailblazer of the year’ by the UKGCVA and recognised for his ‘Outstanding contribution to the Industry’ by the Incentive Marketing Association.

Global Director of Corporate Responsibility and Employee Engagement, Collinson Group
Cadence Willis

Cadence has a wealth of experience in both the private and public sectors forging partnerships and bringing people together to make the world (including the workplace) a better place. She has a passion for developing others and a track record of establishing high performing employee engagement, corporate communications, wellbeing and CSR teams across multiple geographies.

CEO, British Promotional Merchandise Society
Carey Trevill

Carey Trevill hails from a successful agency background with award-winning campaigns across broadcast and non-broadcast media for global brands.
She is an experienced business owner which has included the M&A of her own business going on to manage the UK flagship for global agency group TLC Marketing Worldwide.
Swapping stages to work in trade and industry, she was Managing Director of The Institute of Promotional Marketing until 2018 which included a position on the Committee of Advertising Practice (CAP) examining the broadcast and non-broadcast advertising regulations in the UK. She remains an expert promotional advisor on CAP’s promotional panel. Carey took up her role as CEO of the BPMA in 2020, working closely with members to support their businesses during the unprecedented economic upheaval of the pandemic.
Your Grandfather, who you share your birthday with, founded a shoemaking business in Bolton, Lancashire, so shoemaking is essentially in your DNA. Can I ask you to briefly share your story with our readers...

Yes, my grandfather who learned the skill of a cobbler from his grandfather, who apart from street shoes also repaired cricket boots. My grandfather was a member of his local running club and wondered if he made a pair of lightweight running shoes with spikes in the bottom, would it improve his performance. It did and in doing so was the start of his business, which became famous over the years as J W Foster & Sons. Many World Records were broken and Olympic Gold Medals won in his DeLuxe hand sewn track shoes.

Grandfather died in 1933 and I wasn’t born until 1935 some 18 months later on his birthday May 18th. Grandmother insisted I had brought my name with me - Joe Foster The name ‘Reebok’ came from an American Webster’s dictionary you won, at 8 years old, in 1943 at a race in Bolton during World War 2. Please tell our readers your story on how you came to the name of “Reebok?”

My brother Jeff and I left the family business in 1958 to set up our own sports shoe business with the name Mercury Sports Footwear. By 1960 we were advised to register the name to avoid any future legal challenges. To our bitter disappointment we find the name is already registered and the owners offered to sell it to us for £1,000, but money is tight and we just can’t afford it. So we were advised by a Patent Agent to find a new name. The agent told me to bring at least 10 names to test against the register, pointing through a window in his Manchester office to a sign above a shop - ‘Kodak’. “It’s a made up name, he told me. So they own it” Back in our small office, Jeff, myself and our wives embarked on the mission - 10 names. How do you find 10 names that will give you the passion and belief you need. We made a start - Cougar - Falcon, Just two of the names we felt we could believe in.

But.....Back in 1943 I was 8 and world war 2 meant holidays by the sea were substituted by local events, like a local 60 yards race, which I won. And to my disgust the prize was a ‘Dictionary’. It took some time for me to discover it was an American dictionary, with lots of different spelling to my school dictionary.

Fast forward to 1960 and back to the challenge of 10 names and we are losing the plot !!! Without much expectation I reach for my Websters dictionary, flick through to the letter ‘R’, a letter I just simply like the sound of - and slowly leaf through until I stop at R-E-E-B-O-K, what’s that. I read, It’s a small South African Gazelle - GAZELLE - we are a running company.

My Father and Uncle, the Sons in J W Foster & Sons were running the business, or at least arriving on workday mornings. But, their days were spent either not speaking or arguing, sometimes fighting. Jeff and I tried our best, sometimes pulling them apart - “It’ll be yours to do what you like when Bill and I are gone”, fathers favourite words.

What determines which brands survive and which do not? Is it marketing? Is it leadership?

First of all it’s Leadership, which doesn’t mean showing everybody how it’s done, but rather encouraging others to be creative. Develop a culture of inclusiveness and
winning. If you have the right culture and the right people you will do the right marketing. What business principles did you apply when you co-founded Reebok that would also apply to a founder of a young company today?

Integrity and belief in what you are doing. In those early days you don’t need anything more than that, since it will become infectious and attract customers and people to join you as your business grows.

You met an American named Paul Fireman in the late 70’s after many years of travelling to and from the USA to work on gaining distribution there. How did you find Paul and how did this meeting change your fortunes in the USA?

My first trip to America was in 1968, but it was 1979 before I met Paul Fireman. We were on the verge of getting 5 stars for our Aztec shoe from Runners World, the American magazine which almost every runner in America purchased monthly. Paul, was operating a small outdoor company with his brother and brother-in-law. He needed something new in his life and if Aztec succeeded in getting 5 stars he wanted in. Paul was hungry and wanted a change. The combination of Paul and Stephen Rubin’s credit line allowed Reebok USA to take full advantage of the impact a 5 star shoe had on the market.

Always in any business journey there are times when difficult decisions need to be taken. Tell us about the most difficult you ever had to make and why?

My family tradition as sports shoe manufacturers dates back to 1895 and over the years we transformed from being shoemakers to become a marketing and fashion company. When building a brand, control of sales and marketing is essential to success. So, when in the late 1960’s, my UK distributor’s business failed the result was near catastrophe for the Reebok brand. Faced with no immediate outlet for the bulk of our production I had to cut our workforce by 50%.

Some good people would be walking out of the factory for possibly the last time. I felt guilty, I had let them down and telling them face to face was difficult beyond belief. But, they were all gracious asking if they could come back when things improved. Non of them thought this was terminal.

We turned on a sales campaign and many industry friends came to our aid, with shoe orders and suppliers delayed payments. We were even sought out by a new distributor. We survived and in only 3 months all our workers were back in the factory.

You won the Drapers Footwear Awards 2021: did you expect that award?

It was a lifetime achievement award and I was very proud to receive it. The award has pride of place among the few pieces of memorabilia I still possess. The rest, including my grandfathers desk, are part of the Reebok Archive in Boston Mass. USA.

Please Shoemaker is your autobiography, tell us more about your book, including where our readers can purchase a copy...

‘Shoemaker’, begins with my grandfather inventing the spiked running shoe back in 1895 when he was just 15 years old. In his 54 years his business J W Foster & Sons athletic shoes had been worn by many world record breakers and Olympic gold medal winners. He also supplied most of the UK’s leading Football Clubs with training shoes.

Grandfather died in 1933 and 15 months later I was born on his birthday 18 May 1935. Maybe he didn’t trust his sons Jim, my father or Bill, my uncle to continue his magic.

Grandfather would have been right, as we fast forward to 1955. My brother Jeff and I had returned to J W Foster & Sons from doing 2 years National Service to find a failing company.

My father and uncle were at war with each other and neither Jeff nor I could get them to see sense. With no other option in 1958 Jeff and I left J W Foster & Sons to start our own company Mercury Sports Footwear.

The memoir takes you through the next 31 years, a change of name to Reebok - Why? The answer is in the book along with the many challenges, my experiences, meeting Hollywood stars and taking Reebok to the number 1 global sports brand.
Launch, manage and drive profitable gift card programmes

Jigsaw acts as an extension of our retail brands and offer full support from concept to board level engagement through to launch and ongoing programme management.

We drive revenue and bring incremental value to our brands across all B2C and B2B channels, delivering exclusive and relevant content to international markets.

Jigsaw’s services extend to include:
- B2C eCommerce
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Working together, our passionate and talented team bring fun and engagement to your gift card adventure.

Talk to us about how we can help your business.

Contact us: hello@jigsawbusinesssolutions.com

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Launch, manage and drive profitable gift card programmes

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Talk to us about how we can help your business.

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The past year has revealed that

83% of people prefer a hybrid work model*

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We know that keeping your company culture thriving and your teams feeling connected can be difficult.

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MEET THE IA21 WINNERS

Best Use of Technology in a programme

**WINNER**

**The Incentive Company**

The Incentive Company is in the business of HAPPY! We are an enthusiastic team of industry leaders with extensive local and international Incentive experience, dedicated to changing people’s behaviour and boosting our clients’ bottom line!

We provide creative customised incentive solutions to help engage internal staff or sales channel staff. In doing this, we drive performance, while building loyalty to our client’s brands and ensuring a significant Return on Investment.

We lead with grit, integrity and excellence, knowing that our work has significance, that it energises, inspires and empowers us to achieve meaningful goals – we love being in the business of happy, and it shows!

We service our clients across 95 countries, in all the places where obtaining rewards can be challenging, such as Africa, Middle East, Latin America, etc.

Our clients choose to work with us because we are passionate about people’s performance! We have more than 85 years combined industry experience, we know what works and what doesn’t – because excellence is at the heart of everything we do!

**Website address and contact email**
www.theincentivecompany.co.za
debbie@theincentivecompany.co.za

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**Create Direct – Rewardiful**

Create Direct is the leader of the Romanian market for marketing incentive solutions and specializes in the development of business solutions for rewards, loyalty, trade, sell-out, lead generation, performance marketing and GDPR marketing compliance campaigns.

Due to its integration with suppliers, Create Direct can provide e-vouchers via API for over 400 brands from EU, like Ikea, Decathlon, Amazon, eMag, Nike, Primark, Pingo Doce etc.

Create Direct stands out internationally by implementing its solutions in large-scale projects in Portugal, Croatia, Greece, Turkey, Hungary, Ukraine, Bulgaria, Macedonia, Moldova and Romania.

**About Rewardiful.com**

Rewardiful.com is a complete and customizable SaaS solution for developing trade campaigns, rewards, and loyalty programs in 24 hours.

Rewardiful.com provides a variety of templates suitable for any type of business, anti-fraud mechanism, recruitment mechanism and more than 50.000 prizes that include physical products, as well as over 1.000 digital vouchers. For easy-running, stress-free campaigns, the logistics and prizes are included.

Rewardiful.com offers a complex package of innovative technical features for successful campaigns. Platform users can transfer points from one another, buy points with credit card, order e-vouchers and prepaid vouchers, win points by playing games, keep partners updated on their progress and targets through Sales & Progress Dashboard, or use ‘My Wish’ module where they can request a specific prize they wish to order.

**Website address and contact email**
www.createdirect.ro
goffice@createdirect.ro
MEET THE IA21 WINNERS

Best Technology Provider

**WINNER**

**Resal – Glee**

Resal is leading the prepaid gift card market by offering all in one prepaid gift cards and rewards solutions for individuals and corporates in the Middle East and North Africa.

Resal started as a gifts store before developing the infrastructure of prepaid gift cards, rewards economy and ecosystem as end to end solutions. Resal is working to simplify the prepaid gift cards experience, helping merchants to acquire new engaged customers, and enhancing corporate rewards and gifts experience. Today, Resal is available across Saudi Arabia, Bahrain and Kuwait and launched recently in UAE, Oman, Qatar. With a network of 200K customers, 125 leading corporate clients and strategic partners with 2M end users, as well as +450 merchants & partners such as Amazon, Landmark group, ePay, Dominos Pizza and more, with +2000 branded gift cards.

Resal has great end to end gift cards, rewards and loyalty technology & solutions including Resal Store, and Ecommerce -Web & mobile app- platform that helps individuals to buy and send gift cards easily and Glee, a corporate rewards solution to offer employees, partners and customers gift cards as an incentive / reward.

**Website address**

www.resal.me

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Create Direct is the leader of the Romanian market for marketing incentive solutions and specializes in the development of business solutions for rewards, loyalty, trade, sell-out, lead generation, performance marketing and GDPR marketing compliance campaigns. Due to its integration with suppliers, Create Direct can provide e-vouchers via API for over 400 brands from EU, like IKEA, Decathlon, Amazon, eMag, Nike, Primark, Pingo Doce etc. Create Direct stands out internationally by implementing its solutions in large-scale projects in Portugal, Croatia, Greece, Turkey, Hungary, Ukraine, Bulgaria, Macedonia, Moldova and Romania.

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**Website address and contact email**

www.createdirect.ro  /  office@createdirect.ro

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**ECOMMPAY’S API Payment Gateway for Swytch eBike**

ECOMMPAY is an entire fintech ecosystem that allows you to make online payments and payouts globally. We are not just a payment service provider; we are your business partner who creates data-driven tailored payment technologies for your company and guides you through this fast-changing e-commerce environment. No irrational decisions or one-size-fits-all technologies. Our solutions are based on analysis, and we constantly monitor the payment process, which allows us to find the synergy between conversion and security for every client. Go global being local with 100+ alternative payment methods and direct acquiring capabilities. Feel our experts’ support and enter a new era in the history of online payments with ECOMMPAY.

**Website address and contact email**

ecommpay.com
info.uk@ecommpay.com
MEET THE IA21 WINNERS

Best Technology Provider cont.

Motisha – KBC Bank

Trusted for nearly 20 years by the world’s leading brands

Motisha®, the award-winning engagement technology provider empowers organisations across the world by engaging One Employee, One Partner and One Customer at a time. At Motisha, we love what we do because we’re shaping the future of Engagement through our people and our technology. Our cloud-based applications are helping some of the world’s most admired brands connect culture to shared purpose.

Through the Motisha® Cloud suite of products we help our customers attract, engage and retain people through Engage Employees™. We show your employees how much they matter through service anniversaries & life occasions such as birthdays & marriages through Engage Life™. We help create strategic and engaging sales incentive programs to help your sales teams go from good to great by moving the middle with goal setting & training solutions through Engage Sales™. We build dynamic customer loyalty programs by focusing on driving desired behaviours, optimizing each phase and cultivating real emotional loyalty, no matter what lifecycle stage your customers are in, through Engage Customers™. And at the end of it all?... Give your employees the gift of choice. Company swag, pins, and cards aren’t always enough. Employees can choose meaningful, localized rewards that are personal and valuable to them echoing the sentiment & behaviour building deeper engagement through The Outlet™. Our value statement? Create Engagement. Better, Faster, Together. Our values? Passion, Curiosity, Respect, Determination & Celebration & we live them. Our solutions create Deeper Engagement, Increased Performance, Improved Retention & Greater Belonging.

Website address and contact email
www.motisha.com
Engagement@motisha.com

Category sponsored by Related Inc

Application Technology During Covid

WINNER

ForestNation’s Forest Challenge Program

ForestNation is the #1 platform for people that want a healthy planet. You can challenge yourself, take quizzes and plant trees. You can grow your own trees at home and we’ll plant matching trees to reforest Mother Earth.

With 18 million acres of forest lost each year, the devastation of deforestation can no longer be ignored. At ForestNation, we can’t bear to imagine a world without trees, so we decided to do something about it.

ForestNation is a for-profit sustainable business. We offer products and services that unite environmental, social and commercial goals together. We empower individuals and organizations to reforest the planet and reconnect to nature.

Website address and contact email
forestnation.com
info@forestnation.com
Application Technology During Covid cont.

Diggecard Gift Card Marketplace – Edenred Italy

Diggecard is a global provider of gift card expertise and technology. We work with businesses of all sizes in retail, leisure and hospitality offering solutions and services to enable gift card sales, processing, redemption, payment, delivery, and reporting. Small independent retailers can launch a digital gift card within a few hours, and large global retailers can fully or partially outsource their entire gift card programme. We also work with technology partners to integrate specialist gift card technology into their platforms.

We have an extensive network of business and agency customers who use our solutions and services to provide engaging and inspiring rewards, incentives, benefits and promotions to customers, employees, and members. Our extensive global portfolio of brands combined with a range of delivery services and platforms, allows our business and agency customers to find the right brand to connect with their target audience.

Website address and contact email
www.diggecard.com
info@diggecard.co.uk

Prezze UK Limited & Prezze Business

Prezze makes gifting easy with fun, simple-to-use, personalised digital gift cards.

The Prezze Smart eGift Card is the ultimate gift of choice, giving recipients the freedom to swap and spend any amount they like at 100s of top brands - new coat from ASOS? flowers from Bloom & Wild? Coffee from Starbucks? it can all be done from one card!

The fully digital gift card (no plastic, no waste) offers a unique experience for senders and recipients alike, allowing customers to personalise their cards with a video or voice message, add a photo and greeting card, and send in just a few clicks.

With Prezze Business, companies and organisations can personalise their Prezze Smart eGift Card with their company logo or design, add a video and personal message, and send to employees, teams, clients, and customers straight away, or schedule for a special occasion. Whether it’s to one person or to thousands, the Prezze Business dashboard can provide a whole host of insights all in one place.

Founded in Australia in 2014, Prezze has grown to be a leading global eGift Card platform, expanding into the UK, US and New Zealand, and with Christmas just around the corner, is projected to deliver over one billion digital gift cards this year.

Website address and contact email
prezze.co.uk
UKBusiness@prezze.co.uk
MEET THE IA21 WINNERS

Best Reward & Recognition Programme

WINNER

HMI Performance Incentives – WESCO/Anixter

People are an organization’s most important asset. Using data and behavior-driven methodologies, strategic design, creativity, and empathy, every company can achieve their growth and profit goals through a comprehensive incentive loyalty strategy. Founded in 1980 in Cambridge, MA, HMI Performance Incentives is a global leader in designing and managing incentive loyalty solutions.

HMI Performance Incentives is a one-stop shop for every incentive marketing need. Whether our partners are looking to plan, set up, execute, and manage a complete program for thousands of participants; to fulfill a few high-quality rewards; or to achieve an objective in between, HMI offers innovative solutions to maximize success.

Website address and contact email
hmiaward.com
afotino@hmiaward.com
clargent@hmiaward.com

Edenred UK – Target Group

Edenred is a leading digital platform for services and payments and the everyday companion for people at work, connecting over 50 million users and 2 million partner merchants in 46 countries via more than 850,000 corporate clients. Edenred offers specific-purpose payment solutions for food (such as meal benefits), mobility (such as multi-energy, maintenance, toll, parking and commuter solutions), incentives (such as gift cards, employee engagement platforms) and corporate payments (such as virtual cards).

True to the Group’s purpose, “Enrich connections. For good.”, these solutions enhance users’ wellbeing and purchasing power. They improve companies’ attractiveness and efficiency and vitalize the employment market and the local economy. They also foster access to healthier food, more environmentally friendly products and softer mobility. Edenred UK, can help you build engagement with your employees, motivate stronger performance through in-house teams and 3rd party sales channels, and activate and accelerate customer acquisition and loyalty. Richer connections, higher engagement and ultimately stronger performance.

This is achieved through simple, engaging incentive, rewards, recognition and benefits solutions that deliver results, including innovative digital platforms, prepaid cards, and wrap around customer success services. All underpinned by quality, engaging experiences, and a belief that great results – be that employee engagement or customer acquisition - don’t necessitate complex solutions. Edenred Group is committed to supporting the communities in which it works and invests in schemes that show how business can be a force to deliver social value.

Website address and contact email
www.edenred.co.uk
andy.philpott@edenred.com

Yby Martech

Yby is the 1st sales performance martech in Brazil, which means that it combines Marketing and Technology to create and innovate in the incentive and loyalty segment, always focusing on sales expansion, team performance and achieving better results.

With marketing intelligence, technology and data solutions to boost results and innovate processes and business, the startup offers incentive campaigns, integrated internal and external communication platforms, BI, web intelligence solutions, cooperative marketing, rewards catalog, Marketing Intelligence and AI. With a multidisciplinary team that includes Data Experts, Strategic Designers, Digital Developers, among others, Yby is composed of tech-savvy specialists responsible for analyzing the market, deciphering results and crossing the different databases, aiming at the best performances and achievements.
Incentive & Motivation

STAND OUT AND REACH YOUR AUDIENCE WITH AN I&M MEMBERSHIP.

REACH OVER 60,000 DECISION-MAKERS WITH 3 PACKAGES TO SUPPORT YOUR CONTENT MARKETING AND LEAD GENERATION GOALS.

FIND OUT MORE AT WWW.INCENTIVEANDMOTIVATION.COM
Best Health & Wellbeing Programme

WINNER

Roadchef Motorways Ltd – Wellbeing Strategy 2020
Roadchef is one of Britain’s leading roadside service area businesses, with a vision to make Britain’s roads a safer and happier place. Roadchef operates an impressive portfolio of brands and services, and franchisees of some of the most iconic brands, including McDonald’s, Costa Coffee, LEON, WHSmith, Spar and Days Inn. They have invested significantly across their estate, transforming sites by adding significant capacity, introducing innovative high street brands and refurbishing facilities, to ensure their customers receive the best possible experience. As an Investors in People Gold employer and Best Companies accredited business, Roadchef recognises that its teams are its most valuable asset. They are committed to providing a nurturing environment with opportunities for all team members who wish to progress their careers. A variety of internal management development programmes support individuals to develop their abilities and career for the future, allowing Roadchef to fill over 65% of its management vacancies with internal candidates. Roadchef also celebrates the achievements of its teams by recognising the “Everyday Heroes” who go above and beyond for customers and colleagues. This recognition ranges from Everyday Hero awards and gifts, to Roadchef’s annual Everyday Heroes Awards ceremony evening.

Website address
roadchef.com

BONAGO & Novogenia GmbH
The BONAGO Incentive Marketing Group GmbH is a leading provider of reward and recognition solutions for marketing, sales and HR. The Munich-based company has been managed by founder and gift card expert Mark Gregg since 2010. Driven by its passion for consulting and its market expertise, BONAGO’s long-standing expert team supports customers with a wide range of flexible and customizable solutions based on gift cards, free gifts, and incentives. Among others, the solutions offered include:

- consumer and sales promotion campaigns with valuable incentives (e.g. short trips for customers), aiming for sales, brand attachment and higher customer loyalty
- a gift card for recreation, aiming for a better well-being of employees
- a gift card for employees, aiming to value, motivate, and retain employees
- a Multi-Flex-Ben-Portal with a unique selection of 25 employee benefits, aiming to offer attractive fringe benefits
- a social recognition platform, aiming to align company values while establishing a culture of recognition and celebrating success

Website address and contact email
www.bonago.de
bonago@bonago.de

Welltok – Welltok’s Incentive Design Solution
Welltok drives consumer actions that matter. Only Welltok can predict with up to 90% accuracy people’s needs and their likelihood to take action, and engage them with integrated multi-channel outreach to maximize results.

By delivering personalized content and resources, Welltok ensures more individuals take critical actions like scheduling an annual check-up, selecting insurance coverage or refilling medications. As the award-winning consumer activation company, healthcare organizations and others trust Welltok to connect with their populations in meaningful ways.

Website address and contact email
www.welltok.com
morgan.albaum@welltok.com

Unibail-Rodamco-Westfield – Your Wellbeing
Unibail-Rodamco-Westfield is the premier global developer and operator of flagship destinations. With the support of our 2,900 professionals and an unparalleled track-record and know-how, we are ideally positioned to generate superior value and develop world-class projects.

We distinguish ourselves by our Better Places 2030 agenda, that sets our ambition to create better places that respect the highest environmental standards and contribute to better cities.

Unibail-Rodamco-Westfield (URW) URW ’Your WellBeing’ framework establishes our clear commitment to health and wellbeing as an integral part of our company culture.

Website address
www.urw.com/en
MEET THE IA21 WINNERS

Best Channel Partner Programme

**WINNER**

**Appreciate Business Services – Brakes Bros Ltd**

Appreciate Business Services are the B2B reward, incentive, gift, and engagement experts. They provide gift vouchers, gift cards, e-gift cards, and platforms that drive acquisition, retention, and engagement among employees and customers.

Appreciate are also the owner and creators of the ever-popular Love2shop reward selection. They also design and deploy SaaS platforms that build measurable improvements in engagement, loyalty, and revenue for staff and customer audiences. Appreciate Business Services deliver more than £250m worth of rewards to over two million people every year. They bring experience and expertise to bear across a variety of industries, including healthcare, utilities, telecoms, hospitality, retail, finance, and more.

**Website address and contact email**

www.appreciate.co.uk
rddavies@appreciategroup.co.uk

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**HMI Performance Incentives – Pure Storage**

People are an organization’s most important asset. Using data and behavior-driven methodologies, strategic design, creativity, and empathy, every company can achieve their growth and profit goals through a comprehensive incentive loyalty strategy. Founded in 1980 in Cambridge, MA, HMI Performance Incentives is a global leader in designing and managing incentive loyalty solutions.

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**Website address and contact email**

hmiaward.com
afotino@hmiaward.com
clargent@hmiaward.com

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**Nomination 1**

**Motivforce – Lenovo Elevate Program**

**Nomination 2**

**Motivforce – Know Your IBM Program**

Motivforce is a progressive global agency at the forefront of designing, driving and delivering B2B loyalty marketing programmes, B2E reward and recognition strategies, sales promotions, and incentive travel. We work with companies across diverse industry sectors, from technology, travel and animal health to renewable energy, insurance and home improvements, to create the right solutions to meet their business objectives. Only a handful of people in the world have a PhD in loyalty marketing and three of them work for Motivforce. That means our clients can tap into the best brains in the business. We combine unrivalled research, behavioural analytics and innovative programme design with e-learning tools, gamification, multi-lingual communications, tactical sales promotions, and rewards fulfilment to deliver tangible ROI for our clients.

**Website address and contact email**

www.motivforce.com
info@motivforce.com
MEET THE IA21 WINNERS

Best Use of Prepaid

WINNER

Their Perfect Gift

Their Perfect Gift was designed to provide a solution of ultimate choice for the recipient. A Gift Card that provides customisation, security and convenience to both the purchaser and the user. The product leverages Bank grade technology to ensure that the recipient has over 32 million global locations in which to redeem, so they will always be able to choose their perfect gift. The product now goes further, to provide a cashback solution to its members when they sign up to the “Earn As You Spend” programme that also allows funds to be raised for Good Causes. Other benefits for our audience include a discounted designer store and discounted worldwide hotels. The Gift Card has become popular with some of the world’s largest brands to not only reward and recognise their staff, but also their customers. Their Perfect Gift is more than just a Gift Card.

Website address and contact email
www.theirperfectgift.co.uk
love@theirperfectgift.co.uk

Healthy Minds Club

Healthy Minds Club is the UK’s first positive mental health gift card. Healthy Minds Club is dedicated to supporting its customers to prevent mental health issues in the workplace by identifying potential root causes and enabling the creation of a bespoke resilience plan. Working with a panel of certified and highly qualified experts, Healthy Minds Club understands what makes up and influences our mental health and has built a methodology which identifies the key elements which could become a problem or already exist. Once identified, our mission is to connect our customers with the appropriate expert (or experts) to support them in building their own personal positive mental health and resilience toolkit. Our goal is to solve a complex problem across a diverse workforce by offering one simple solution in the form of a gift card that gives direct access to help. HR professionals can ensure long term engagement, tenure and ultimately business performance by proactively preventing mental health issues in their workforce. Kathy Heath founded the business after 20 years in a corporate environment across a variety of blue-chip organizations mainly in Financial Services & Payments across senior leadership positions in Business Development, Sales and Marketing disciplines leading large teams internationally. Kathy is passionate about making a difference and driving a cultural shift in the corporate sector to empower individuals to prevent issues from occurring but to also unlock true happiness and drive optimum performance.

Website address and contact email
www.healthymindsclub.com
hello@healthymindsclub.com
MEET THE IA21 WINNERS

Best Industry Service Provider

**WINNER**

**BigBuy**

Award-winning merchandise provider, BigBuy is the best global partner to support agencies in the launch of their recognition and loyalty programs all over Europe. All-in-one supplier for reward management platforms, BigBuy is an international vendor specializing in incentives, fulfillment and technology.

BigBuy offers companies the ability to connect thru one simple API touch point to access over 200 000 SKUs in 24 languages of top name brands with automated fulfillment solutions to 28 countries at high margin prices and competitive shipping rates with the best international couriers.

**Website address and contact email**

www.bigbuy.eu

abdarahim@bigbuy.eu

hello@bigbuy.eu

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**Burgopak**

Burgopak is an award winning, packaging design and manufacturing company, that uses clever cardboard engineering to create engaging opening experiences for the Gift, Loyalty and Incentive market. With 20 years’ experience, we are leaders in the industry, helping top global brands such as Aer Lingus, Europcar and Easy Jet, create an emotional connection with their customers through their card packaging. With a highly creative and experienced collaborative team, we design to brief, creating an engaging opening experience for our clients’ customers and giving a higher perceived value of their product, with our innovative design expertise. With a full Design Studio in London, we make our clients’ lives easier, by managing the process right from conception to completion, manufacturing and delivering globally, and slipping seamlessly into any existing supply chains.

We focus on creating designs that engage and excite, we do this by skilfully translating ideas into cardboard and creating magical opening experiences that really have the ‘wow’ factor. Through this engagement, we help our clients to create even more of a buzz about their brand, with many of our clients using their packaging in promotion material or unboxing experience online, driving brand awareness and customer loyalty.

**Website address and contact email**

www.burgopak.com

info@burgopak.com

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**Giftomatic**

Gift card companies can generate an extra revenue stream and improve the customer journey for card holders, with Giftomatic.

Since 2020 an increased number of customers is shopping online with their gift card while the industry is not using technology to its full potential yet. Giftomatic tools help card holders finding the best product for their Gift card. Retailers benefit from extra traffic and sales of high margin products and Gift card companies can generate an extra revenue stream + understand card holders interests better.

Giftomatic offers various white label tools. The most popular tool is a product search engine for card holders to easily find the product they wish to buy at the retailer of their preference. Card holders are inspired with the most popular products and categories driven by smart A.I. algorithms.

Giftomatic works with all major gift card companies in The Netherlands and is available in UK, US, Australia and Canada now.

**Website address and contact email**

www.giftomatic.co.uk

sander@giftomatic.io or erik@giftomatic.io
WiiN Global Award

WINNER

Hadie Perkas, Founder The Gift Club


We use different marketing solutions to promote our corporate members across different channels so they can be Heard, be Seen and be Found more easily and globally. We have three membership plans, all with varying levels of marketing solutions. Now with 46 members across 21 countries, we are helping to raise their brand awareness on a global scale.

We are building the largest international community of professionals in this sector. We want to make people’s lives easier and their jobs more enjoyable and purposeful. Join us!

Website address and contact email
www.the-gift-club.com
hadie@the-gift-club.com

Kathy Heath, CEO & Co Founder of Healthy Minds Club

Healthy Minds Club is the UK’s first positive mental health gift card. Healthy Minds Club is dedicated to supporting its customers to prevent mental health issues in the workplace by identifying potential root causes and enabling the creation of a bespoke resilience plan.

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Website address and contact email
www.healthymindsclub.com
hello@healthymindsclub.com

Eloise Inedahl Swales, Country Manager, myWorld

myWorld operates a Benefit Program in 55 countries, with over 15 million Member and 150,000 Merchants signed up to its platform. What started as a movement for consumers to access discounts by buying vouchers together, has grown into an online shopping platform offering users Cashback when they shop online and offline, at local businesses or big high-street brands.

Spearheaded by Eloise, the UK and Ireland have focused on enabling local businesses to run successful loyalty programs by helping them understand the mechanics and psychology behind incentivising and rewarding customers. Eloise is now excited to launch the myWorld OneTouch, a new digital product which elevates the members and merchants shopping experience by using card-linking technology to incentivise users. Backed with this technology myWorld UK has increased their Merchant portfolio by 5% in the first week of launching and are excited about what 2022 will hold.

Eloise has over 10 years’ experience in customer loyalty and incentives, where her focus has been product innovation and building strong marketing and sales teams.

Contact email
service.uk@myworld.com
Do you need more international exposure?

We offer media and marketing solutions for companies associated with the Gift Card, Loyalty, Rewards and Incentives markets.

WWW.THEGIFTCLUB.IO

VISIT US TO FIND OUT MORE

And now introducing our new community app...
MEET THE IA21 WINNERS

Inspirational Response

WINNER

Huuray – THE 100% FREE INITIATIVE

Huuray is an innovative gift card fulfillment-provider with a dedicated angle on technology-based solutions. With a strong focus on adapting the gift card world’s possibilities to our customer’s business, we tailor solutions to achieve the absolute best possible gift card setup for our client’s needs.

As one of the largest gift card providers in the Nordic Region, we offer private and public customers a unique SaaS solution – with on-demand ordering and instant issuing of gift cards through a unique tech-platform, incl. mass send-outs – whether it’s digital or physical gift cards. Hurray clients are even empowered to easily design their very own gift card templates within the platform. With over +10 years of experience within the industry and an extensive gift card catalogue of over +3000 brands in over 70 countries, corporate clients can also easily connect and order digital gift cards from Hurray in real-time through their state-of-the-art API. Founded and headquartered in Copenhagen/Denmark and with office-representation in multiple EU countries, Hurray is on a mission to make digital gifting easy and accessible to the private and public sector globally.

Huuray is part of the global corporation ‘Scanavo Group’.

Website address and contact email
www.huuray.com
mh@huuray.com Mike Hennig

Edenred Delivers The Free School Meal Voucher Scheme

Edenred is a leading digital platform for services and payments and the everyday companion for people at work, connecting over 50 million users and 2 million partner merchants in 46 countries via more than 850,000 corporate clients. Edenred offers specific-purpose payment solutions for food (such as meal benefits), mobility (such as multi-energy, maintenance, toll, parking and commuter solutions), incentives (such as gift cards, employee engagement platforms) and corporate payments (such as virtual cards).

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Website address and contact email
www.edenred.co.uk
andy.philpott@edenred.com

Tillo – Free School Meals Voucher Programme

Delivering more ways to show appreciation, Tillo is the rewards, incentives and gifting management platform. Tillo connects the world’s most popular retailers to partners and businesses looking for exciting new ways to reach employees, customers and new global audiences. Tillo unlocks a world of new opportunity through one market leading, award-winning API platform with unrivaled user-experience, making the process seamless. Tillo has achieved 100% growth year on year with millions of transactions processed and works with over 1000 retailers worldwide in 16 currencies across 29 markets.

Website address and contact email
tillo.io
contact@tillo.io

Category sponsored by Reloadly
MEET THE IA21 WINNERS

Industry Young Gun

WINNER

Henrik Johnsen,
Diggecard

This year’s winner is described as charismatic, independent and tech-savvy with an ability to connect with retail partners by talking their language. He personifies Diggecards brand and values, with a humble nature and willingness to get stuck in with anything. He is highly regarded by the leadership team and engages well with the UK operations team, a fantastic communicator, with an ability to listen well, be helpful and genuinely interested in the problems and tasks of others. His energy and sincerity inspire everyone around him.

Andrew Johnson – CEO UK Diggecard

“I am absolutely thrilled that Henrik has won the Industry Young Gun award. Henrik represents Diggecard’s values with his energy, expertise, charisma and drive to deliver a high level of service to our customers. Since joining Diggecard, Henrik has grown his knowledge and made a significant impact on our team – he really is an extremely deserving winner.”

Henrik Johnsen – RSM Diggecard

“It was such a surprise to win the Industry Young Gun award. I can’t believe it to be honest, but am super happy and really humbled especially with the other great people in the category. I want to thank the team at Diggecard for nominating me and for giving me the chance to grow and learn since I have joined the industry. Having the support of some great mentors, as well as working in such a welcoming environment where career development is encouraged, really has made all the difference to my ability to achieve.”

Henrik Johnsen henrik.johnsen@diggecard.com

Delivering Gift Card Expertise | Diggecard
**MEET THE IA21 WINNERS**

**Industry Entrepreneur**

**WINNER**

Stoytcho Vlaykov, Co-Founder and Managing Director, Cashwave

Stoytcho Vlaykov is the co-founder and managing director of Cashwave.io and has built two technology start-ups over the past 15 years, including one successful exit. A graduate of the University of Economics in Vienna, he started his career at an Austrian bank followed by a role with a mobile operator, before taking up a business development position at the Yahoo! Europe HQ in London.

Cashwave.io is the trusted partner for instant digital rewards throughout Europe. Every second of every day, they supply a digital card somewhere on the continent. Their unique multi-currency portfolio of over 300 e-gift card brands in 30 countries and 12 currencies includes local digital rewards in every European market as well as top international brands. Cashwave puts extra effort into sourcing the best selection of local brands which sets them apart from their competitors.

This is the reason Cashwave was chosen as European provider of international industry leaders such as BI Worldwide, OCTanner, Martiz Motivation, Global Reward Solutions, Edenred Global Rewards, etc.

Cashwave is built on its own proprietary software by its in-house engineering team. This allows the company to implement flexible solutions matching specific client needs. Its excellent multilingual team ensures world class client onboarding and outstanding customer support.

**Website address**
Cashwave.io/catalogue

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Kathy Heath, CEO & Co Founder of Healthy Minds Club

Healthy Minds Club is the UK’s first positive mental health gift card. Healthy Minds Club is dedicated to supporting its customers to prevent mental health issues in the workplace by identifying potential root causes and enabling the creation of a bespoke resilience plan.

Working with a panel of certified and highly qualified experts, Healthy Minds Club understands what makes up and influences our mental health and has built a methodology which identifies the key elements which could become a problem or already exist. Once identified, our mission is to connect our customers with the appropriate expert (or experts) to support them in building their own personal positive mental health and resilience toolkit.

Our goal is to solve a complex problem across a diverse workforce by offering one simple solution in the form of a gift card that gives direct access to help. HR professionals can ensure long term engagement, tenure and ultimately business performance by proactively preventing mental health issues in their workforce. Kathy Heath founded the business after 20 years in a corporate environment across a variety of blue-chip organizations mainly in Financial Services & Payments across senior leadership positions in Business Development, Sales and Marketing disciplines leading large teams internationally. Kathy is passionate about making a difference and driving a cultural shift in the corporate sector to empower individuals to prevent issues from occurring but to also unlock true happiness and drive optimum performance.

**Website address and contact email**
www.healthymindsclub.com
hello@healthymindsclub.com

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Thish De Zoysa, Chief Vision Officer & Founder, Their Perfect Gift

Their Perfect Gift was designed to provide a solution of ultimate choice for the recipient. A Gift Card that provides customisation, security and convenience to both the purchaser and the user.

The product leverages Bank grade technology to ensure that the recipient has over 32million global locations in which to redeem, so they will always be able to choose their perfect gift.

The product now goes further, to provide a cashback solution to its members when they sign up to the “Earn As You Spend” programme that also allows funds to be raised for Good Causes.

Other benefits for our audience include a discounted designer store and discounted worldwide hotels.

The Gift Card has become popular with some of the world’s largest brands to not only reward and recognise their staff, but also their customers.

Their Perfect Gift is more than just a Gift Card.

**Website address and contact email**
www.theirperfectgift.co.uk
love@theirperfectgift.co.uk
The UK's 1st Positive Mental Health Gift Card

A Simple solution to a complex problem. Empowering positive mental health by connecting individuals with highly qualified Experts to build a personalised resilience toolkit.

Contact us to obtain your free £10 Gift Card
hello@healthymindsclub.com
www.healthymindsclub.com
MEET THE IA21 WINNERS

Best Place to Work 2020

WINNER

Prezzee UK
Prezzee makes gifting easy with fun, simple-to-use, personalised digital gift cards. The Prezzee Smart eGift Card is the ultimate gift of choice, giving recipients the freedom to swap and spend any amount they like at 100s of top brands - new coat from ASOS? flowers from Bloom & Wild? Coffee from Starbucks? it can all be done from one card!
The fully digital gift card (no plastic, no waste) offers a unique experience for senders and recipients alike, allowing customers to personalise their cards with a video or voice message, add a photo and greeting card, and send in just a few clicks.

With Prezzee Business, companies and organisations can personalise their Prezzee Smart eGift Card with their company logo or design, add a video and personal message, and send to employees, teams, clients, and customers straight away, or schedule for a special occasion. Whether it’s to one person or to thousands, the Prezzee Business dashboard can provide a whole host of insights all in one place. Founded in Australia in 2014, Prezzee has grown to be a leading global eGift Card platform, expanding into the UK, US and New Zealand, and with Christmas just around the corner, is projected to deliver over one billion digital gift cards this year.

Website address and contact email
prezzee.co.uk
UKBusiness@prezzee.co.uk

China Telecom (Europe)
China Telecom (Europe) (CTE), a subsidiary of China Telecom Global (CTG), is a leading Chinese provider of global connectivity and telecommunications solutions. CTE’s mission is to build bespoke solutions that support international businesses on their digital silk road linking Europe and Asia.
CTE’s extensive backbone network provides services globally, consisting of a network of terrestrial and submarine cables that offer greater capability than any other competing carrier when connecting to the China and Asia-Pacific region. In China, China Telecom is the largest digital network and seamlessly connects global businesses to the world’s single largest marketplace. Consisting of over 300+ employees in over 20 European countries, CTE provides a wide range of diversity in nationality and outlook.
CTE can bring all your international communication needs under one global contract, as well as giving you the peace of mind that comes from knowing you’re in the safe hands of industry experts.

Website address and contact email
www.chinatelecomeurope.com/
ctehr@chinatelecomglobal.com

Roadchef Motorways Ltd
Roadchef is one of Britain’s leading roadside service area businesses, with a vision to make Britain’s roads a safer and happier place. Roadchef operates an impressive portfolio of brands and services, and franchisees of some of the most iconic brands, including McDonald’s, Costa Coffee, LEON, WHSmith, Spar and Days Inn. They have invested significantly across their estate, transforming sites by adding significant capacity, introducing innovative high street brands and refurbishing facilities, to ensure their customers receive the best possible experience. As an Investors in People Gold employer and Best Companies accredited business, Roadchef recognises that its teams are its most valuable asset. They are committed to providing a nurturing environment with opportunities for all team members who wish to progress their careers.

Website address
roadchef.com

Trayport Ltd
Since 1993, when our founder drew a concept on the back of a napkin, Trayport has grown to become the primary network and platform for European wholesale energy markets. Our network and solutions support the growth of our clients and trading markets. Our solutions are used worldwide by traders, brokers and exchanges in multiple asset classes across OTC and cleared markets. With over 300 staff, we are headquartered in London with offices in Singapore, Germany and Vienna, and are part of The TMX Group based in Canada.

Website address
www.trayport.com
Europe’s Leading RewardTech & FinTech Design & Build Specialist

Contact: Andrew.wilmot@p92.com
MEET THE IA21 WINNERS

Company of the Year

WINNER

Miconex

Miconex’s objective is simple: providing communities, be they towns, cities, downtowns or organisations, with a tangible means to retain spend in their local area, providing essential support for local businesses of all types and sizes. With Miconex, local and loyal shopping becomes not only easy for customers, but desirable, contributing to the evolution of high streets and downtowns around the world.

Miconex developed the UK’s first city-wide gift card programme Town and City Gift Cards in Perth in 2015, which work through the Mastercard network. The brand has grown from 1 to 100 programmes in 6 years in the UK and Ireland. In 2021, the Scottish government backed the Town and City Gift Card system with the launch of a new Scotland Loves Local Gift Card for every local authority in Scotland. The scheme has the potential to pour £13 million into Scottish communities. Expansion for Miconex in North America has continued with over 20 new Downtown Gift Card programmes set to launch in 2021 across Canada and the US.

Miconex’s digital loyalty scheme Mi Rewards, created alongside loyalty platform Stampfeet, originated in Perth in 2018. Mi Rewards is a payment card linked loyalty scheme with customers receiving rewards when they use linked debit or credit cards in participating local businesses in their town or city. The scheme reached a milestone £1 million in sales in 2021, with over 47,000 transactions, following expansion across the UK in 2020.

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miconexpartners.com
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MEET THE IA21 WINNERS

Lifetime Achievement Award

WINNER

Mike Morgan
peoplevalue

The 2021 Lifetime Achievement Winner has made a real impact in the industry through the innovative employee engagement technology created by the business he’s built over the last twenty years, peoplevalue.

Mike Morgan founded peoplevalue back in 2002 after seeing an opportunity to create happy, fulfilled and engaged workforces by delivering valuable employee benefits via the internet. At this point, the employee benefits industry was in its infancy and the internet was nowhere near as prevalent as it is today. But, with his strong sales ability and entrepreneurial spirit, Mike wrote a business plan, left his executive role and set about building a business focused on helping organisations engage their people.

peoplevalue’s first solution was an online portal called Staff Advantage that gave employees access to discounted leisure activities. It was an immediate success with many organisations using the solution including Boots, BP and Aviva who all recognised the need to provide more relevant and fun benefits.

Now, peoplevalue has a full suite of innovative employee engagement solutions and around 500 clients and 1.5 million users across the UK. The business has grown organically over 15 years and also successfully expanded into the contractor and member engagement space with its brands Remus Rewards and mymemberperks. Mike is a tenacious, quick-thinking and likeable individual with a real passion for people. His ethos has undoubtedly shaped peoplevalue’s culture and purpose which has always been to deliver an excellent service to clients and users. Now an observer on the board following an MBO earlier this year, Mike is now able to focus on spending time with his family and his love of sailing.

Website address and contact email
acaldicott@peoplevalue.co.uk
peoplevalue.co.uk

Andy Caldicott, CEO, peoplevalue, accepted the award from Joe Foster, founder of Reebok on behalf of Mike Morgan
MEET THE IA21 WINNERS

IMA Europe President’s Award

WINNER

Phil Mooney
IMA Europe

This year’s winner is a huge contributor to IMA Europe, and has been at the forefront of our industry delivering Education, Value and Knowledge Sharing to IMA Europe since joining in 2017.

Presented by IMA Europe President Sean Wilkinson, he stated: I believe that Phil is a wonderful ambassador for our industry and is respected both here in Europe and throughout our global network.

During Covid -19, working from his son’s bedroom, he delivered some incredible new initiatives for IMA Europe, including the creation of the very successful Webinar Series, Coffee Chats, IMA Chat, New Website and so the list goes on, but culminating in managing the production of this afternoons Summit, the best Summit I believe IMA Europe have ever produced.

This years winner has been instrumental in helping keep IMA Europe in front of people’s minds despite the very many other challenges and distractions he and our members have faced during the crisis. His innovation, boundless energy, positivity, Irish charm whilst displaying a professional passion for an industry that he visibly loves is clear for everyone to see.

Our membership has grown considerably over the past 18months, which is clear proof that this years winner has gone above and beyond to deliver engagement, collaboration and support to IMA Europe over the past year. The best placed person to receive this award is Mr Phil Mooney, Executive Director of IMA Europe.

Contact email
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Thank you to our amazing sponsors, for all your support at IA21

If you would like to partner with us for IA22 please get in touch

incentiveawards.org