



Flourish 2020 to Unveil AI-Powered Consumer Profiles to Fill Data Voids in Retail Gift Card Value Chain

Fourth Annual Conference, from March 16-18, Exposes Contemporary Fraud Methods in Real-Time and Relief for the Costly Cannabis Business

CHICAGO, February 20, 2020 – [Flourish](#), the only independent and dedicated gift-card conference where industry leaders tackle present-day issues and the future of retail gift card programs announces the Flourish 2020 conference agenda which will be held March 16-18, 2020 in Chicago. New programming aimed at increasing consumer loyalty and lifetime value through data transformation, advancing the gift-card ecosystem include:

- Pioneering consumer research that creates gift card buyer and recipient profiles in an industry where little data exists
- A real-time hacker to expose contemporary gift-card fraud methods
- Solutions to the costly cannabis dispensary business whose cash-based business model is disrupting their value-chain

Flourish 2020 will unveil findings from first-and-only proprietary consumer profiling conducted by [Scio Motus](#), utilizing social listening and AI-powered by IBM Watson, filling the data void in the gift card ecosystem and creating consumer profiles where no data exists. For the first time, Flourish is exposing the ever-evolving criminal industry within the gift card marketplace by bringing hacker Will Caput, who exposed fraud in the restaurant gift card system in 2015, to the stage to showcase contemporary fraud methods in real-time and how brands can stop them. A panel of cannabis dispensary experts - from legal to dispensary owners to payment processors - will discuss opportunities for new transaction models to mitigate risks associated with cash-based businesses.

Industry leaders Holly Glowaty and Kristen Thiry founded the Flourish Conference in April 2017 to create an independent and agenda-free forum where gift card leaders from all parts of the ecosystem come together to tackle challenging business issues such as the lack of aggregated industry data, strength of 3rd party networks within the ecosystem, digital fraud, as well as new opportunities for gift cards in the cannabis



industry fraught with persistent payment challenges. Flourish 2020 is responding to attendee demand for deep dives, candor, and hands-on workshops by empowering ecosystem players to engage in peer-based workshops that will launch year-long conversations to drive industry change and technology modernization to reduce fraud and drive data aggregation for ecosystem advancement.

“Much of the innovation in this industry happens in a vacuum,” says Holly Glowaty, Co-founder of Flourish, “Flourish is designed to open up the conversation across the ecosystem to challenge assumptions of what is possible. Gift-cards and all branded currency products are used in new ways by consumers every day and we must be there, with consumers, to reimagine the user experiences and purpose of our products and tools.”

Flourish fills a glaring post-holiday void for retailers focused on assessing the value of the previous fiscal year’s gift card, loyalty and incentive programs. In 2019, holiday sales for gift cards increased [an estimated 7%](#); whereas total sales for retailers rose only [a reported 3.4%](#). Major retail conferences, such as the NRF Big Show, dedicate less than two percent of content to gift cards. 80% of consumers reported receiving a digital or physical gift card for the 2019 holidays and more than half of consumers spend as much as \$30 to \$59 over the value of their gift cards, representing significant revenue upside for both boutique and big-box retailers.

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About Flourish

Flourish is the only gift-card industry conference that is an independent and agenda-free forum where gift card leaders from all segments of the ecosystem come together to engage in and workshop challenging business issues each spring in Chicago, Illinois. The annual post-holiday forum brings industry leaders together to drive change and advance the gift card ecosystem by diving deep into branded currency programs - which combine gift cards, prepaid products, loyalty points, coupons, promotional codes, and merchandise credits into one integrated retail



experience - as well as pitfalls, voids, and opportunities. Flourish is produced by K+H Connection, a leading boutique gift card consulting firm supporting specialty,

e-commerce, and premium merchants who are ready to see their brands grow to utilize the power of branded currency. Headquartered in Chicago, Flourish attracts Industry leaders from all over the world including Argentina, Canada, Ireland, Israel, Italy, and the United Kingdom. For more information, follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#) or find us at www.flourishcon.com

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