

A.) At-A-Glance 'World's Best Sales Associate at a Department Store' Award

1. Background

This important award was launched in 2015 in Rome with the purpose of recognizing the exceptional performance by a Sales Associate. Sales Associates or 'Front Liners' employed by Department Stores or by its concession brands are decisive in providing a valuable service and delivering commercial results and ultimately carry out the brand strategy.

2. Award Objectives

- () Recognizing the excellent work done by Sales Associates
- () To honour and award outstanding Sales Associates
- () Stimulate executives to influence recruiting and rewards
- () Sharing success stories to inspire employees and leadership

3. Scoring Procedure & Criteria

Each Department Store from around the world is invited to nominate up to two employees to be in the running to win the title of the 'World's Best Sales Associate at a Department Store' Award 2025. Entry into this competition is free of charge.

The following documents are enclosed for your perusal: A. At-A-Glance, B. Submission Form and C. Terms & Conditions.

An international Jury panel of experts will judge the entry based on the submission form and the following parameters:

- The Nominee's Commitment Beyond the Call of Duty
- How they have exceeded the expectations of the Department Store
- Product Knowledge (And how it contributes to an increase in sales, conversion rates)
- Role Model (How does the Nominee inspire others?)
- Impact/Results (How has the Nominee helped improve overall performances?)

3. Jury

This award and process are chaired & sponsored by Enactor. The international jury with industry experts will judge the qualifying entries. In the case of a tie, the Jury Chairman will oversee the tie-break.

4. Trophies & Prizes

- 4.1. The winner and finalists or their representatives will be invited to the Official Dinner & Awards Ceremony on 11th June 2025 in Seoul, where they will be awarded the trophies and certificates.
- 4.2. The winner will be invited to make a 10-minute acceptance speech / presentation.
- 4.3. The winner and finalists or their representatives will also be invited as special guests to 16th World Department Store Summit on 11th – 12th June 2025 in Seoul.
- 4.4. The top entrants will have their stories featured in the IGDS WDSS 2025 Award Magazine.
- 4.5. The winners and finalists will be published on the official IGDS and WDSS websites, and social media channel (LinkedIn).

5. Fiduciary

All the submissions will be handled confidentially by 3rd party fiduciary Heimatt Gruppe AG (HGAG). All data will be deleted upon completion of the award programme. Terms and conditions apply.