

1. Background

Retail Employee's Day, founded by IGDS Member and former CEO of Shoppers Stop, B.S Nagesh was integrated into the IGDS calendar by the IGDS General Assembly on 8 June 2022 in Seattle for the first time. RED at IGDS was initially celebrated in two phases each year, first on 12th September and then on 12th December. For the future editions, RED will be celebrated on 12th December.

2. Why celebrate Retail Employees' Day?

Retail employees and sales associates play a vital role in the retail industry, serving as prominent representatives of the business, especially with the growing prevalence of artificial intelligence. They establish and maintain crucial customer relationships, making their effective engagement indispensable for successful workforce management. In a world transformed exponentially by AI and increased automation, potentially changing retail jobs as we see them, the significance of retail employees and the role of the human touch in fostering positive customer experiences and ensuring overall success cannot be overstated.

3. Purpose

RED is driven by the sole idea of bringing the retail employees into focus, by thanking and celebrating them for their untiring efforts. With this day we aim to build pride in the retail community by creating awareness and empathy for their jobs, lives, and the significant role they play in the daily lives of customers.

4. How can your company take part in RED 2026?

- 4.1. Set the Date:** We recommend to conduct RED on 12th December 2026 and add the date onto your company's yearly event calendar. The RED event should become a permanent annual fixture and be part of the HR's retain and award program.
- 4.2. Gratitude:** A personalized 'thank you' note/video from top management to employees with chocolates and flowers to express gratitude.
- 4.3. Red-carpet welcome:** Your employees deserve a grand gesture, like a red-carpet welcome.
- 4.4. Surprise them with wishes at the entrance:** Customized message wishing your employees on a banner/placard at the entrance.
- 4.5. Celebrate:** Thank your employees by celebrating with a special cake cutting ceremony.
- 4.6. Show & Tell:** Inform and involve your customers in gratitude through signage, press releases etc.
- 4.7. #CheersToYou:** Celebrate employees and say #CheersToYou through social media posts.
- 4.8. Candid Comments:** Ask employees for opinions and feedback on their experiences.

There are many ways to take part in RED 2026 and the choice is depending on what best fits your company. However, the involvement and commitment of the top management is crucial in determining its success.

5. Role of IGDS

- Ideas and proposals on how you can execute RED at your disposal
- RED LOGOs to be provided
- Reports of members activities in our Weekly newsletter for members'
- Featuring your RED celebrations in the form of a report on the official IGDS website (<https://www.igds.org/igds-global-events/retail-employees-day/>)
- Additional Support and assistance wherever you may need