

# CETT Talent

**#ThroughProgress**

March 9th 2022



# CETT Talent

#ThroughProgress

More than 20 years of the CETT TALENT fair at CETT.





## THE AIM

To become a reference place of the human capital in the sector through the whole CETT community:

Students (1,700); Alumni: 20,000)

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Enterprises & Entrepreneurs (60 companies in CETT Talent 2022)

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Associations & Institutions, Public administration.

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Educational and research partners.

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CETT International community.

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PLACE YOUR EMPLOYER BRANDING  
THROUGHOUT THE EVENT.

IMPACT ON A DIRECT TARGET:

**MORE THAN 25,000 PEOPLE**



# CETT TALENT

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CETT Talent has been one of the best events in Barcelona based on talent development within the tourism, hospitality and gastronomic sectors for 20 years now. Through the organization of a privileged space we connect the motivations of development of the professionals with the need of growth of the institutional and business network.

CETT Talent will take place the 9th March 2023 and candidates will be the main characters. Through different relational activities, applicants and companies will have the opportunity to promote their best abilities, from the professional side to the corporate employer Branding, facilitating agile and dynamic networking processes.

In order to increase the attraction of qualified talent and place the value proposition in front of a representative professional group, we provide a wide range of potential tools for the organizations:

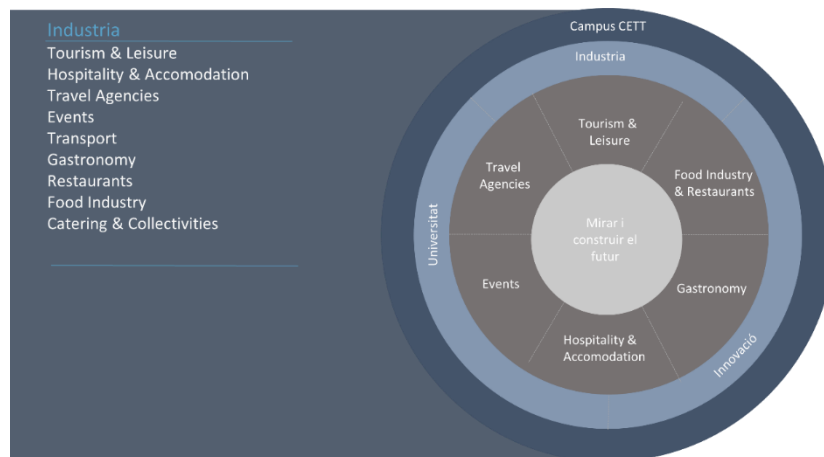
- Communication materials and channels.
- Wide and transversal profile database.
- Face-to-face personal interviews.
- Corporative presentations and workshops.
- Networking dynamics.

Be part of CETT Talent and invest in the talent of the present and the future!



CETT professional profile covers all sectors from the touristic, hospitality and gastronomic industry providing service throughout the whole functional areas and covering the different levels of experience.

## Sectorial



## Functional

	Turisme	Allotjament	Restauració
Atenció al Client	Assessors de patrimoni Travel Agent Tour guide Assessor de Patrimoni Informador Turístic Assistència a creuers Account Manager	Concierge Guest Experience agent Front desk agent Porter / Bellperson	Maitre Customer Success Hostess Cambrer Sommelier
Operacions i finances	Tour operators Handling Companyia ferroviària Controller Financial accountant	Auditor/a Housekeeping Economat Room executive Compres	Catering Manager F&B Manager Xef Cuiner Delivery Manager Patisserie Supervisor col·lectivitats
Marketing & vendes	Sales Executive Travel consultant Content Manager Copywriter Partnership Director Companya de Distribució Product Manager	Sales Executive Content Manager Copywriter Sales Development Representative Sales and Marketing Manager	Sales Executive Content Manager Copywriter Marketing CRM
Especialitats	Event Planner Meeting designer Retail Specialist Guia assessor ambiental Assessor/a esportiu Travel tech	Revenue Management Booking Agent Building Manager Mice	Tècnic/a I+D Gastronomia circular i accessible Consultoria Assessor culinari Gestió d'operacions i processos Qualitat i seguretat alimentària

## Experiential



**20,000 Alumni**

**More than 76 programmes & different specialities.**

**1,700 students per year.**

**25,000 communication audience.**

**Reach professionals from more than 1,000 companies.**

**600 participants in the event (On-site and online).**



We develop actions aimed at:

**Students, Alumni, companies and other entities related to the university.**

Through the:

- **CETT Talent platform.**
- **CETT-UB web.**
- **Banners and Posts** in portals, Virtual Campus and on the premises.
- **Press office.** Press presentation, press follow-up and announcements.
- **Mailings and e-mailings** in order to promote the sessions (on-site and virtual) to potential participants, as well as to the alumni community and companies related to CETT.
- **Marketing 2.0** through the LinkedIn, Facebook and Twitter community.

## eMailing Campaigns



Mailing to the CETT-UB database.  
**26,000 contacts**

## Own platforms



Participants: **7,000**

## Social Media Campaigns



Linkedin, Twitter, Facebook, Instagram, Youtube

**+ 50,000 followers**

## Corporate Newsletter



**87,600 annual visits**  
**3,152 subs**

PREMIUM TALENT EXPERIENCE

**350 €** (as a donation) \*

## CETT Talent Experience

**Visibility** of the brand in communications: logo, presence in communication materials, photocall, video, etc.

Interactive **Digital Platform**.

**Previous schedule** of the interviews

**B2B Zone** Networking.

**Attendance** on-line + Virtual.

**Curriculum Database** segmented by educational programs.

**Prior announcement** of the job opportunities to the participating community.

**2 interviewers**

**Preselection & prior invitation** to potential candidates.

**Personalized social media** communication strategy.

\* The donation will go entirely to the university scholarship fund, economic aid assigned to guarantee the continuity of studies in the field of tourism, hospitality and gastronomy for those present or future students who, despite having economic difficulties, show interest and ability both academically and professionally. **Fiscal Deduction at 35%**



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