

CETT TALENT 2025

CETT UB - School of Tourism, Hospitality and Gastronomy



Barcelona School
of Tourism, Hospitality
and Gastronomy

Centre adscrit



February 6th, 2025

HOTEL ALIMARA

BARCELONA

25 years connecting companies and entities with qualified talent

The 25th edition of CETT TALENT has arrived, with the aim of becoming, once again, the reference space for meeting and exchange of experiences and knowledge of human capital in the sector; students and alumni of the CETT community, professionals, companies and institutions.



SAVE THE DATE: February 6th, 2025

Through a space for meeting and interaction, professionals and companies will have the opportunity to showcase their best qualities, both from a professional perspective and through corporate Employer Branding, facilitating agile and dynamic networking processes.

To enhance the attraction of qualified talent and position the value proposition in front of a representative professional group, we offer organizations a range of valuable tools:

- Materials and communication channels
- A broad and diverse database of profiles
- Talent acquisition and networking
- Promotion of internship programs
- Promotion of job offers



Participate in CETT Talent and invest in the talent of today and tomorrow!

OUR MISSION

To become a reference point in the field of human capital in the sector, through the entire CETT community



1.700 students
+ 20.000 alumni



Educational and
research partners



Companies and
entrepreneurs



CETT International
Community



Associations, institutions,
and public administration



Position your Employer
Branding during the event.

Impact on a direct target!

PROFESSIONAL PROFILES



TOURISM & LEISURE

- Tourism products and services designer
- Event management and production specialists
- MICE planner - DMC technician
- Quality and environment technician
- Visitor service technician
- Leisure facilities manager
- Tourist destination manager
- Travel agent
- Tourist informer
- Booking manager
- Project manager

HOSPITALITY

- Hotel manager or assistant manager
- Commercial Director
- Director of the lodging area
- Revenue manager
- Front desk manager
- Administration department
- Event sales manager
- F&B manager
- Guest relations
- Key account manager
- Reservations manager
- Social Media/Community manager
- Lodging operations

- Catering operations
- New food product development technician
- Catering Manager
- Culinary and gastronomic advisor
- Food quality and safety manager
- Responsible for research projects
- R&D manager in haute cuisine and food industry
- Commercial catering chef
- Group catering chef
- F&B manager
- Commercial manager in the culinary sector

- Project manager: E-Commerce, digital marketing, digital communication, smart cities.
- Innovation manager in the tourism company
- Customer Experience Manager
- Social media & Community manager
- Product manager
- Designer of digital experiences and tourism platforms
- Designer of new tourism business models
- UX/UI designer
- Web and app developer
- Tourism web analyst technician
- Marketing director
- Marketing consultant

GASTRONOMY & RESTAURANT

DIGITAL, INNOVATION & MARKETING

COMUNICACION & SUPPLY

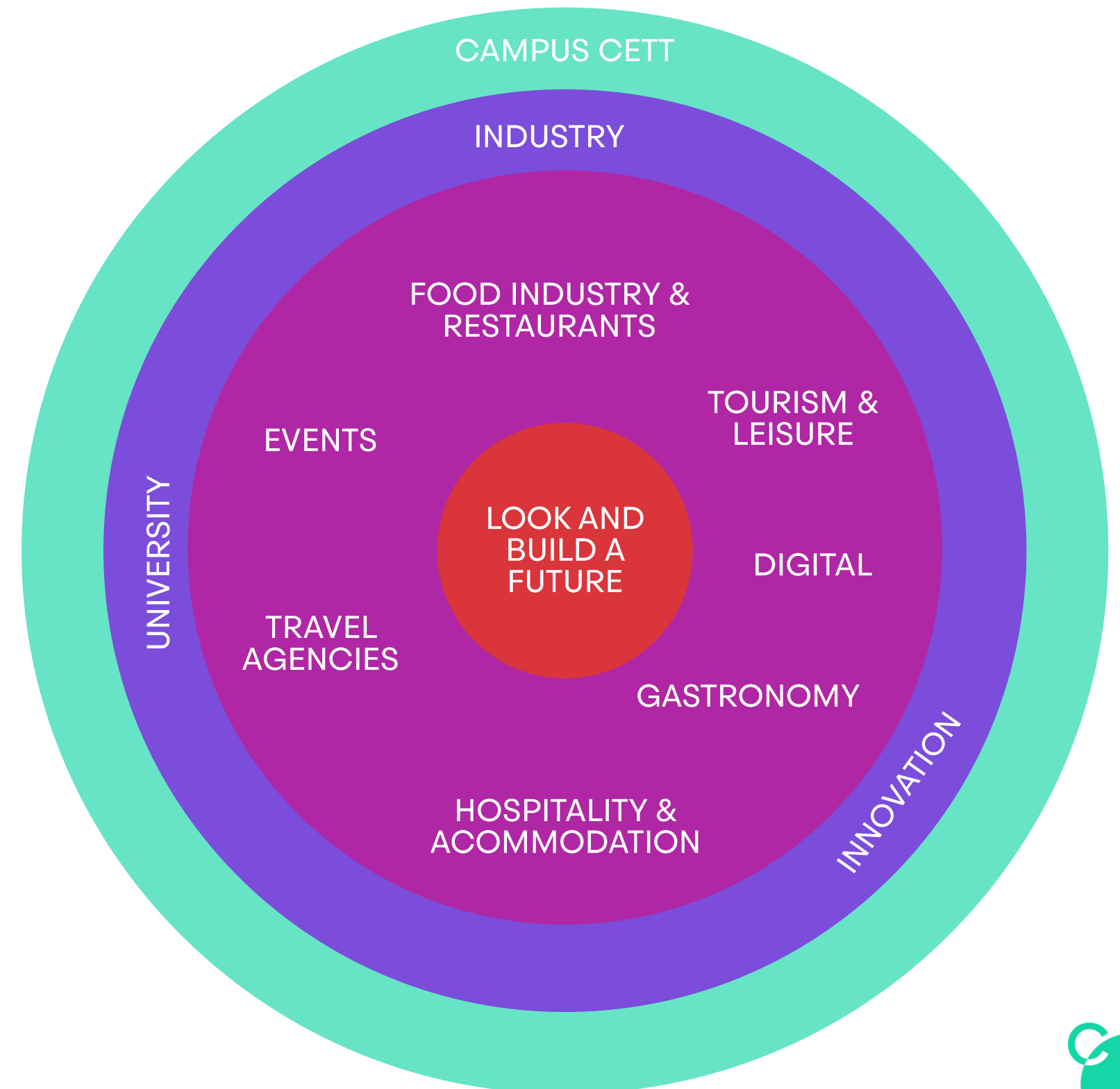
Actions are directed to:

- Alumni
- Alumni
- Companies
- Entities related to the university center

Through:

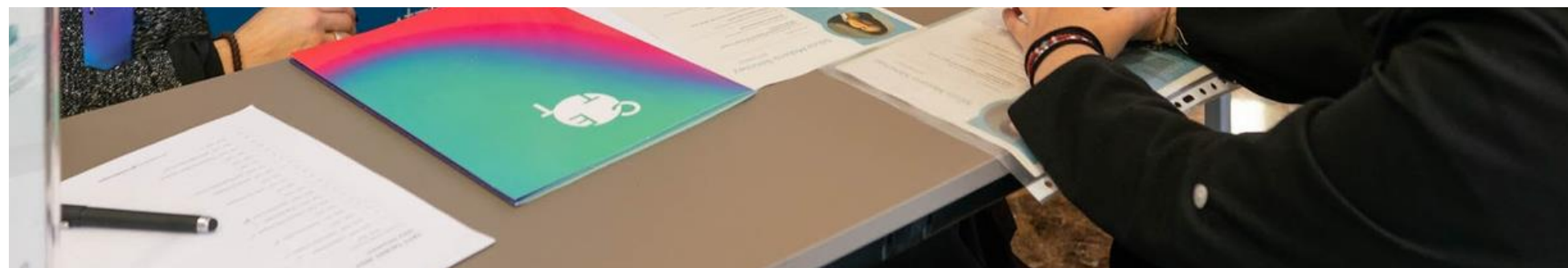
- CETT-UB website
- Banners and posts in the portals, Virtual Campus and spaces of the center.
- Press office. Presentation to the press, press monitoring and calls.
- Mailings and e-mailings to disseminate the conference to interested groups, as well as to the database of alumni and companies collaborating with CETT and pioneers in the sector.
- Marketing 2.0 through Instagram, LinkedIn, Facebook or Twitter communities.

Sectoral communication supply



PARTICIPATION - CETT TALENT EXPERIENCE

- Attendance at the event with your own stand.
- Two interviewers at the stands.
- Visibility of the brand in general communications: logo in communication materials, presence in dissemination elements, photocall, video, etc.
- Interactive digital platform.
- Pre-interview agenda.
- B2B zone in applications.
- Prior disclosure of vacancies (job/internship) to the participating community.
- Personalized communication strategy in the networks.



400€

MINIMUM TAX DEDUCTION OF 35%

* The donation will go entirely to the scholarship fund of the university, financial aid allocated to ensure the continuity of studies in the field of tourism, hospitality and gastronomy for those students or future students who, despite having economic difficulties, show interest and ability both academically and professionally.

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#Throughprogress

