

# CETT TALENT 2024

CETT UB - School of Tourism, Hospitality and Gastronomy

February 22nd 2024

Place: HOTEL ALIMARA

Barcelona





More than 20 years connecting  
the tourism, accommodation  
and gastronomic sector with  
qualified talent.

The 24th edition of CETT TALENT is here, with  
the aim of becoming, once again, a reference  
space for meeting and exchanging  
experiences and knowledge of the sector's  
human capital; students and alumni of the  
CETT community, professionals, companies  
and institutions.

## SAVE THE DATE: 22 de febrer 2024

Through a meeting and interaction space, candidates and companies will have the opportunity to position their best qualities, both from a professional point of view and through corporate Employer Branding, facilitating agile and dynamic networking processes.

To increase the attraction of qualified talent and position the value proposition in front of a representative professional group, we make available to organizations a whole range of value tools:

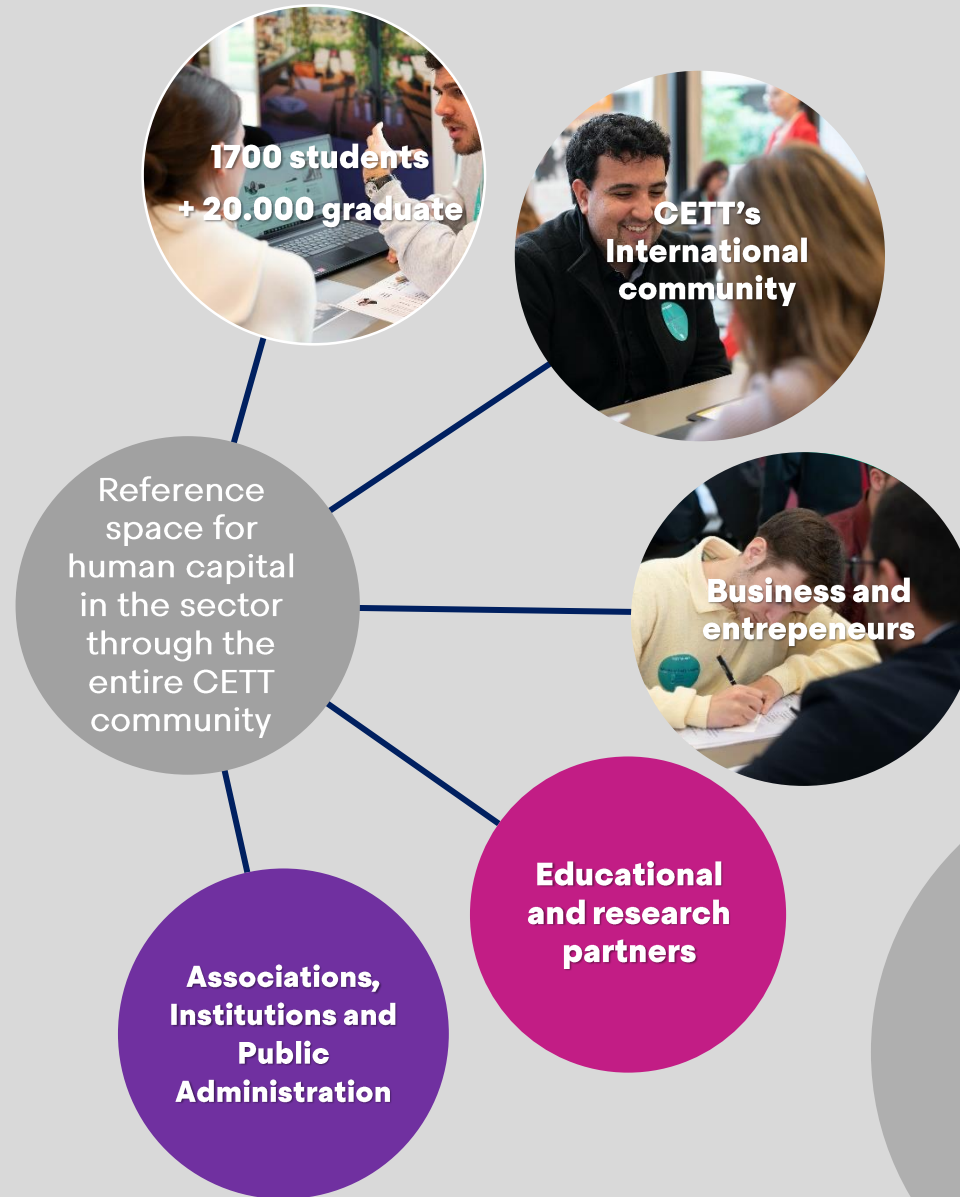
- Material and communication channels
- BBDD of wide and transversal profiles
- Talent acquisition and networking
- Promotion of internship programs
- Promotion of job offers



Participate in CETT Talent and invest in the talent of the present and the future!



# OUR MAIN GOALS



Position your Employer  
Branding during the  
event.

Impact to a direct  
target!

# Professional profiles



## DIGITAL & INNOVATION

- Project manager: E-Commerce, digital marketing, digital communication, smart cities.
- Innovation manager in the tourism company
- Customer Experience Manager
- Designer of digital experiences and tourism platforms
- Designer of new tourism business models
- UX/UI designer
- Web and App developer
- Tourist web analyst technician

## TOURISM & LEISURE

- Designer of tourism products and services
- Specialists in event management and production
- MICE Planner - DMC Technician
- Quality and environment technician
- Visitor service technician
- Manager of leisure spaces
- Manager of tourist destinations
- Travel agent
- Tourist information
- Responsible for booking
- Project manager
- MICE Planner - DMC Technician

## HOSPITALITY

- Hotel manager or assistant manager
- Commercial Director
- Director of the accommodation area
- Revenue manager
- head of reception
- Administration department
- Event sales manager
- F&B manager
- Guest relations
- Key account manager
- Reservations manager
- Social Media/Community manager
- Accommodation operation

## GASTRONOMY & RESTAURANT

- Restoration operation
- Technical development of new food products
- Director of Restoration
- Culinary consultant
- Responsible for quality and food safety
- Responsible for research projects
- Responsible for R&D in haute cuisine and the food industry
- Commercial Catering Chef
- Collective Catering Chef
- Responsible for F&B
- Commercial director in the culinary sector

# COMMUNICATION AND SUPPLY



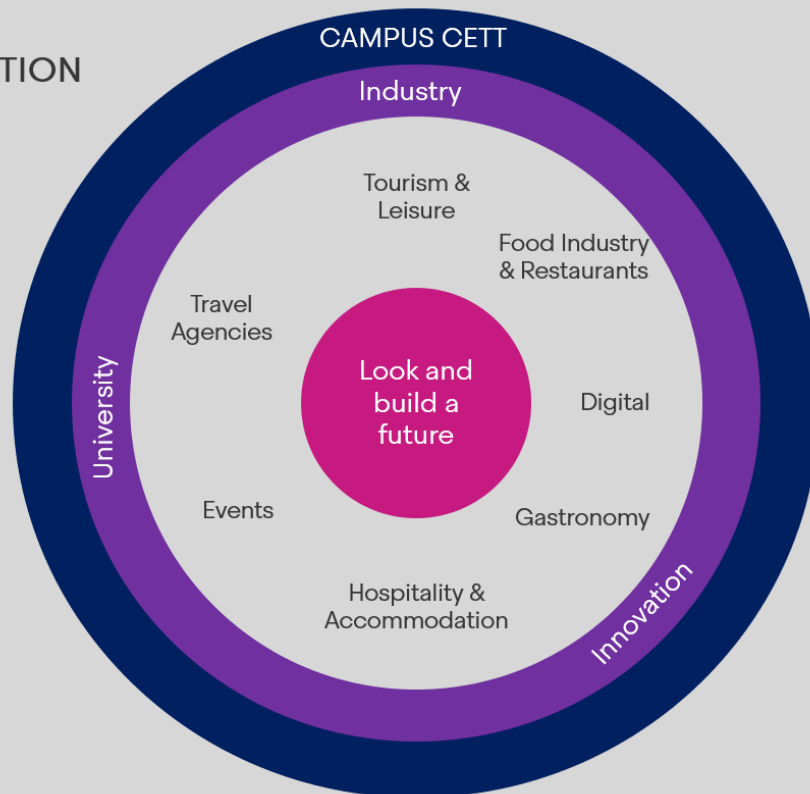
## Actions aimed at:

- Students
- Alumni
- companies
- Entities related to the university center

## Through

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

## SECTORAL COMMUNICATION SUPPLY :



# PARTICIPATION

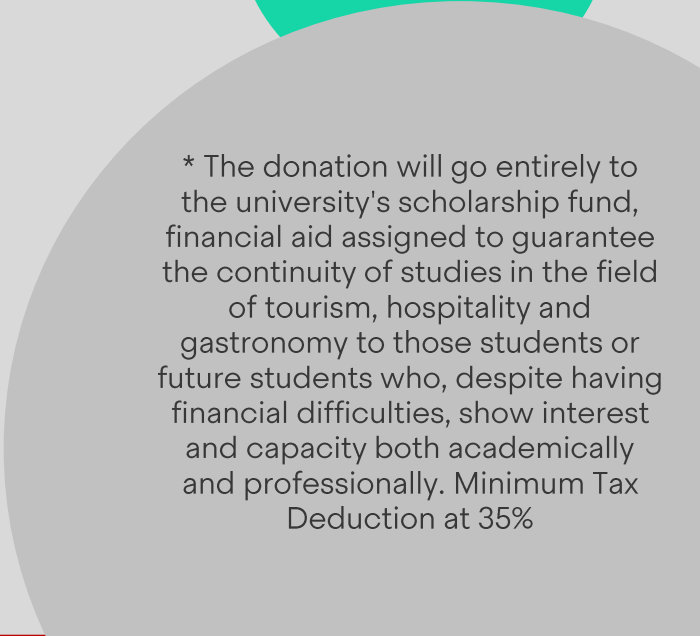


## CETT TALENT EXPERIENCE:

1. Attendance at the conference with its own stand.
2. Two interviewers at the stands
3. Visibility of the brand in general communications: logo in communication materials, presence in dissemination elements, photocall, video, etc.
4. Interactive Digital Platform
5. Preliminary schedule of interviews
6. B2B Zone for nominations
7. Prior disclosure of vacancies (jobs/internships) to the participating community
8. Personalized communication strategy in the networks



**400€**



\* The donation will go entirely to the university's scholarship fund, financial aid assigned to guarantee the continuity of studies in the field of tourism, hospitality and gastronomy to those students or future students who, despite having financial difficulties, show interest and capacity both academically and professionally. Minimum Tax Deduction at 35%

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#Throughprogress

