

## TYPE

Annual activity of recruitment and professional networking

## TOPIC

Promotion of the match between job applicants and companies.

## OBJECTIVES

Promote the employability and the network of those who are searching for a (new) job opportunity.

Develop soft skills required by the job market, such as communication, time management, personal branding, and assertiveness.

## BENEFICIARIES

Young adults and adults looking for a (new) job opportunity, regardless of the age, scolarity or job experience.



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# MASTER.SPITCH

## ► DESCRIPTION

The MASTER.SPITCH is a recruitment and networking initiative in which candidates have 90 seconds to do their professional pitch in front of a panel of companies. After the registration, all the candidates were summoned at a selection dynamic made by the team of the Cité des Métiers. The selection allowed us to identify the 40 candidates who participated in the Skills Makeover and the subsequent presentation of the pitch to a corporate panel.

At the end of the pitch audition, the jury of 5 judges (composed of representatives from Human Resources and the Communication and Marketing Department of the partner companies) distinguishes the candidates who have excelled in certain categories (most original CV, best CV, the most original pitch, best pitch, best online presence, best team player, revelation), awarding them with a symbolic prize.

## ► KEY FIGURES

- Registration of 53 companies (83 representatives) in 2018.
- 125 participants in 2018.

## ► RESULTS AND IMPACT

- 85% of 2018 participants are nowadays integrated into an internship, employment or training opportunity.
- 15% currently have a contractual relationship with a company present at MASTER.SPITCH;

After the MASTER.SPITCH:

- 80% feel more aware of their professional interests;
- 90% feel more motivated to approach the job market in a creative and differentiating way;
- 45% indicated that participation in MASTER.SPITCH contributed to finding a new professional opportunity;

