



# Info



# Guide

# 2025

**24 February to 14 March 2025 – University of St.Gallen**

**5 March 2025 – Career Fair**

An event of the Career & Corporate Services of the University of St.Gallen

# HSG Talents 2025

HSG Talents is the flagship career event of the Career and Corporate Services (CSC-HSG) of the University of St.Gallen (HSG). For over ten years, it has connected more than 100 companies with over 2,000 students. As a participating company, you have the opportunity to meet highly qualified talents while actively supporting the career planning of future leaders.

From the end of February to mid-March 2025, the University of St.Gallen will be dedicated to HSG Talents under the motto "tomorrow starts now". During this period, we invite you to build valuable connections with our students through various event modules such as "Company Dinner", "Company Insight", "Confect & Connect", "Customised Sessions", "Interviews", "LEGO Serious Play", "Mix, Shake, Associate" and "Recruiting FoodTrail". The pinnacle of HSG Talents is the career fair, which will take place on 5 March 2025 and enables direct interaction between you and the students.

HSG Talents is organised by a dedicated student team, supported by the Career & Corporate Services. Each team member is responsible for their own department and ensures personalised support for participating companies.

# Save the dates

**1****Register for HSG Talents****Registration period****8 October, 9:00 AM to 10 December, 12:00 PM**

Please note that registration operates on a "first come, first served" basis. For more information, please visit:  
[hsgtalents.ch](https://hsgtalents.ch)

**2****Share and update your information****By 17 December 2024**

You will receive an email with an "Organisation Sheet" summarising your event booking. Please complete the missing information and return the document to us via email. Additionally, kindly provide your company logo in both EPS and PNG formats.

We kindly ask you to update your company profile:  
[my.hsgcareer.ch](https://my.hsgcareer.ch)

Navigate to "Manage my events" and add the event title, a background image, and a description for each event.

**3****Receive your Welcome Guide****28 January 2025**

Your personal "Welcome Guide" will be sent to you via email to help you prepare for HSG Talents.

**Application period for HSG students****4 February 2025****4****Participation in HSG Talents****24 February to 14 March 2025**





# Prices

| Prices                      | All prices in CHF excl. VAT  |  |   |
|-----------------------------|--|--|---|
| Career fair                 | Exhibition booths  |  |   |
|                             | You have the possibility to choose from different booth options.<br>You can find detailed information in the "Career Fair Guide".      |  |   |
|                             | Option 1:  | 9m² to 20m²  | CHF 250/m²  |
|                             | Empty booth space  | 21m² to 30m²   | CHF 230/m²  |
|                             |  | from 31m²  | CHF 210/m²  |
|                             | Option 2:  | SMART & EASY 4 (4m²)   | CHF 1,900   |
|                             | Fully equipped booth<br>"SMART & EASY"   | SMART & EASY 9 (9m²)   | CHF 3,600   |
|                             |  | SMART & EASY 10 (10m²)   | CHF 4,000   |
| SMART & EASY 12 (12m²)      |  | CHF 4,600  |   |
| Option 3:                   |  | 9m² to 20m²  | CHF 360/m²  |
| Customized exhibition booth | 21m² to 30m²   | CHF 340/m²   |   |
|                             | from 31m²  | CHF 320/m²   |   |
| Option 4:                   | In a designated area of the fair   | CHF 850  |   |
| Start-up Corner             |  |  |   |
| Modules at the fair         | 1:1 – 2 h (20 min. slots each)   | CHF 750  |   |
|                             | 1:1 – 4 h (20 min. slots each)   | CHF 1,000  |   |
| Modules on campus           | Company Insight  | 45 min – max. 30 students – ensuing Apéro inclusive  | CHF 1,800   |
|                             | Customised Sessions  | 1 h 45 min – max. 30 students – ensuing Apéro inclusive  | CHF 2,000   |
|                             |  | 3 h 45 min – max. 30 students – ensuing Apéro inclusive  | CHF 2,500   |
|                             | Interview  | 3 h 45 min   | CHF 1,200   |
|                             | Lego Serious Play  | 1 h 45 min – max. 16 students – ensuing Apéro inclusive  | CHF 2,200   |
|                             | Breakout Room  | One additional room (if available) to already booked module  | CHF 350   |
| Modules off campus          | Confect & Connect  | 2h 45min – 16 participants (incl. company representatives)   | CHF 2,600   |
|                             |  | 2h 45min – 32 participants (incl. company representatives)   | CHF 3,500   |
|                             | Recruiting FoodTrail   | 3h – 2 teams (6 students, 1 company representative each)   | CHF 1,950   |
|                             | Mix, Shake, Associate  | 3h – 12 participants (incl. company representatives) – with pres   | CHF 1,950   |
|                             |  | 3h 30min – 12 participants (incl. company representatives) – no pres   | CHF 2,300   |
| Company Dinner              | Publication of your event and applicant management on our career platform (excl. reservation of the restaurant and cost of the dinner) | CHF 950  |   |
| Talents Guide               | Company Profile  | One colored DIN A5 page in our brochure  | CHF 850   |
| Other                       | Sponsoring   | Would you like to become an official sponsor? Get in touch with us, we will be happy to provide you with a customized offer. | Karin Peer<br>Project Manager<br>talents@unisg.ch<br>+41 71 224 39 51 |

# Event modules





Our unique event modules give you various opportunities to directly connect with your desired candidates. Our personal insights into the skills and potential of the students, we assist you in selecting the best talents matching your firm's needs.

## Company Insight

-  room on campus
-  max. 45 min
-  incl. Apéro
-  max. 30 students
-  CHF 1,800






The "Company Insight" format invites you to showcase your company through a brief and engaging presentation. This not only boosts your visibility but also helps you establish yourself as an attractive employer. What makes this event even more exciting is the post-presentation networking session, which gives your company a relaxed and informal platform to connect with students and forge meaningful connections.

## Interview

-  room on campus
-  3 h 45 min
-  freely selectable
-  CHF 1,200

The aim of the "Interviews" during the HSG Talents is to fill your open positions with suitable candidates and/or to learn more about candidates. We provide you with a room - you decide how you want to use the room: to assess candidates or conduct first-round interviews for trainee or junior positions, speed dating with candidates applying for a work experience position, or as an opportunity to meet candidates for the first time, and to introduce these candidates to the various opportunities at your company.

## Customised Sessions

-  room on campus
-  1 h 45 min / 3 h 45 min
-  incl. Apéro
-  max. 30 students
-  CHF 2,000 / CHF 2,500

Create your "Customised Session", for example, presenting and conducting case study practice. In your session, you can assess students' potential and get insights into the students' styles of working and how they match your company's expectations. Simultaneously, you as the employer have the chance to get to know the participants more intimately and to assess the candidates' capabilities in more detail.





## LEGO Serious Play

-  room on campus
-  1 h 45 min
-  incl. Apéro
-  max. 16 students
-  CHF 2,200

"LEGO Serious Play" is a moderated process that combines the benefits of playing and modeling with Lego bricks with the business world. Under the guidance of a certified LEGO Serious Play facilitator, you and the selected students, individually and collaboratively build your own Lego models in response to your company's questions. These 3D models serve as a basis for discussion, knowledge sharing, problem solving and decision making. This method enables the participants to get to know each other in a personal way, connecting over tasks regarding strategy, teamwork, creativity, career path, etc. Thus, getting to know each other on several levels.



**Confect & Connect**

-  Migros Klubschule St.Gallen  
Bahnhofplatz 2
-  2 h 45 min
-  16/32 participants (incl.  
company representatives)
-  16 participants CHF 2,600  
32 participants CHF 3,500





"Confect & Connect" is the perfect opportunity for networking in an informal setting. In a relaxed and enjoyable atmosphere, you will, together with students, create chocolates, sushi, burgers, or tapas and establish meaningful connections. The course is led by the Migros Klubschule and takes place in a carefully selected kitchen studio in the center of St.Gallen. Before the start of the culinary workshop, there is the possibility, by prior arrangement, to give a short company presentation (additional costs apply).

**Company Dinner**

-  in the evening
-  freely selectable
-  CHF 950





At the "Company Dinner", you have the opportunity to get to meet a select group of students better over dinner in an exclusive setting in St.Gallen. Students need to apply for the dinner, and you are responsible for selecting which candidates you will invite. We are happy to recommend suitable restaurants in St.Gallen. Please note that you are responsible for organizing and covering the cost of the company dinner.

**Mix, Shake, Associate**

-  Einstein St.Gallen  
Berneggstrasse 2
-  cocktail course 3 h
-  max. 12 participants (incl.  
company representatives)
-  CHF 2,300 (incl. 30 min pres)  
CHF 1,950 (no pres)

In the welcoming ambiance of the Einstein Lounge, you'll have a unique opportunity to introduce your company to a select group of students. Afterward, you'll all gather at the bar, where you'll learn the fundamentals of cocktail mixing, and then collaborate in groups to create your very own signature drink. This fun and interactive experience allows you to get to know the candidates better by observing how they work under pressure, their teamwork skills, creativity, and a range of other competencies. It's a fantastic way to connect level with students and get further insights into how they collaborate.

**Recruiting-FoodTrail**

-  St.Gallen
-  3 h
-  2 teams (6 students and 1  
company representative each)
-  CHF 1,950

Are you hungry for talented professionals? Our new event module combines fun and networking in an innovative way. In teams, you'll embark on a scavenger hunt through the picturesque streets of St.Gallen to selected restaurants. This provides you with the opportunity to get to know students, not only in an office setting but also in a dynamic environment. You can witness the problem-solving skills, commitment, and teamwork of your chosen candidates — these are crucial insights, which strengthen your recruiting process, that are not easy to identify in traditional interviews.



**"As a member of the organising team for HSG Talents 2024, I have experienced the event modules up close. They provide companies with a fantastic opportunity to connect directly with us students. These formats not only encourage interaction but also help to identify and nurture talent effectively. I can only urge every company to take advantage of this valuable opportunity!"**

— Luc Brem, HSG Talents Team 2024



The following factors are central in showcasing your company as an exceptional and standout participant at the HSG Talents.



#### **Talents Guide**

For many years, the Talents Guide has been used not only as a guide for students during HSG Talents but also for targeted marketing measures (online and in print). Unleash your potential as a top employer and further engage students at the University of St.Gallen with the Company Profile, a A5 page in the Talents Guide for only CHF 850. Using images, slogans, and/or a QR code to your company's website, you can showcase not only your unique company culture but also attract top talents to join you and your company's mission.

#### **Career platform [my.hsgcareer.ch](https://my.hsgcareer.ch)**

After logging into our career platform, you can manage your booked recruitment events. HSG students use the platform to learn about event content and to apply for events. As a company, you have the opportunity to search for suitable candidates among the applicants using various search and filter functions. By accepting desired applicants and rejecting others, you can manage who participates in your events.

#### **Sponsoring**

As an official sponsor of HSG Talents 2025, you can further distinguish yourself, strengthen your image at the University of St.Gallen and reach more interested and talented students. Seize the opportunity to be listed as a sponsor at Switzerland's largest career event for business, law, and social sciences. We will be happy to provide you with a customized offer.

#### **Gifts for helpers**

The HSG Talents organising team is supported by approximately 60 students. As a token of appreciation, a gift package is put together for the student helpers. You can support us by providing goodies to include in this gift package, this provides you with the opportunity to present your company to dedicated students and increase your visibility.

# Excellence & success University of St.Gallen

Internationality, practical relevance, and an integrative perspective have characterised education at HSG since its founding in 1898. Today, the university educates over 9,600 students from around 100 countries in Business Administration, Economics, Law and Social Sciences, International Relations, and Computer Science. With great success: HSG is among the leading business universities in Europe. In the 2023 European Business School Ranking by the Financial Times, it ranks 6th. Additionally, the Financial Times has recognised the Master in Strategy and International Management (SIM-HSG) as the world's best management master for the thirteenth time in 2024. For its comprehensive education at the highest academic level, HSG holds international quality seals with EQUIS, AACSB, and AMBA accreditation. Degrees are available at the Bachelor, Master, and Doctoral levels. Furthermore, HSG offers first-class and comprehensive continuing education programmes for around 6,000 participants annually. The university's research is crystallised in its approximately 40 institutes, research centres, and centres, which form an integral part of HSG.

— Visit us at [unisg.ch](https://www.unisg.ch)



# Degree structure University of St.Gallen

## Bachelor's Studies

- Business Administration
- Economics
- International Affairs
- Law and Economics
- Law
- Computer Science
- Bachelor of Medicine UZH

## Master's Level

- Business Innovation
- Marketing Management
- Accounting and Corporate Finance
- General Management
- Economics
- Strategy and International Management
- Management, Organization Studies and Cultural Theory • Banking and Finance
- International Affairs and Governance
- Quantitative Economics and Finance
- International Law
- Law and Economics
- Law
- Computer Science
- Master of Medicine HSG UZH

## Ph.D. Studies

- Management
- Dr. oec. HSG with specialisation in: Accounting, Business Innovation, General Management and/or Marketing
- Graduate Programme in Economics and Finance
- Dr. oec. HSG with specialisation in: Economics, Econometrics and/or Finance
- International Affairs and Political Economy
- Organization Studies and Cultural Theory

