# Transcript

00:00:00 Keidon Giles

That leads me into my next question, which is perfect. So how has the hEDGE conference grown in the last 10 years? Garvin, since you just brought that up, I'm going to pass it to you.

00:00:12 Garvin Blair

It's growing and it's changed in the sense, as I was just saying the firms now know the students and they hire the students and so it's less about an educating process of educating the firms about Waterloo. And because finance has become more prevalent at Waterloo through the efforts of students with the hEDGE conference and through the efforts of the school for the students know more, a lot more about finance and so now it's grown to be more of a process of of getting the firms together with the students. Bringing them together to enhance the Co-op and full time opportunities for the students and for the firms. And it's and it's and it's done that. And it's a it's and so that's how it's grown and become the conference that it is today.

00:01:12 Keidon Giles

Ranjini, would you like to add?

00:01:14 Ranjini Jha

Sure, I'd like to say that when we started in 2011, the first conference was a one-day conference. And it was targeted at UW. Students started with around 50 delegates, and it proved very popular and the next year they went for a two-day conference and subsequently it mocked into a three-day conference. So, they brought it more sessions competitions like a case competition and then there were mock interviews. Then, over the first five years, they had really a very good set of keynote speakers, and the diversity of firms that were hosting events in their offices was very impressive, so the students they tested it out the first year and then they just ramped it up. So, by the time it was in two years, three or four, we even had international students from beyond Canada attending. So, the second year it was expanded to students from other Canadian universities and then after that we we had a few international students as well, so the conference grew very quickly. There was a lot of sponsorship support from the industry, a lot of interest in hosting the students and many of the industry participants participated in the networking sessions, the mock interviews. So the students very, very smartly added events that they thought were very beneficial for for them, so I think that's what is really very nice about this initiative because it is student-led. They see what's needed, they get the feedback and then make improvements to the conference, and so that's how it went.

00:03:36 Keidon Giles

Awesome!