# Transcript

00:00:00 Keidon Giles

How the types and quality of conferences offerings improved over time. So maybe from the first year to now. Halfway through to now from last year to now, how has it improved and where have you seen the improvements?

00:00:20 Ranjini Jha

Now the first conference, as I mentioned, was a one day conference. The 2nd one 2 days. So there were more workshops at firms, more keynote addresses that we they introduced, an essay competition and then the next year there was an M&A case competition because case competitions it's easy to provide the information and it facilitates discussion. So that worked out well and in 2013 something that was quite useful for students. There were mock interviews with firms, so firms have provided resumes in advance and then the mock interview. Students had about 10 to 15 minutes with industry representatives. So that was very useful. In 2014, with the three day conference, as I said before, attracted delegates outside of Canada and then the subsequent years there were consulting firms like Oliver Wyman, which came in and presented a case competition. We expanded sponsorship to the the US. Uh, and then after that we also brought in private equity, etc. so. The sponsorship, essentially moving away from just banks, bringing in more institutional investors and private equity. So I think it was diversity of sessions More components, competition to keep the students engaged and overall sponsorships fairly diverse, more interests from other partners in the sector, like consulting and institutional investors as well.

00:02:17 Garvin Blair

Yeah, if there's anything. If there's anything I could just finish off with and add to that Is that over the last several years, we have focused more on diversity of employers. So as Ranjini said, not just investment banking but some financial consulting firms, private equity, other forms of asset management. So, focus on diversifying our employer sponsorship base and then attempting to diversify our student population to as Benji was saying, getting more of a diversity of students. For the employers, and so there has been a movement away from things like case competitions, because there there are a lot of case competitions out there and then in focusing more on getting students together with employers showing everyone the opportunities, employers what great students we have students, the tremendous opportunities you have in the financial arena and not just investment banking and for the employers It is not just, sorry, white guys like me, Nope, it's a lot of you know, a lot of great students that we have at Waterloo.

00:03:33 Keidon Giles

Awesome, I really like that answer a lot.