# Transcript

00:00:00 Ranjini Jha

I think when we started off though, there were some competitions. Waterloo because it was the first one from Waterloo, generated a lot of interest in Bay St because we had the Co-op program so employers know us. So what happened was initially we got some sponsors but more sponsors signed on, and like Garvin said, we had financial consulting level environment and then we had the institutional investors like pension funds join in so lot of interest. But what happens after you've done this for 5-6 years is then there are more conferences from nearly every university. And for the firms, it is what are they getting out of this? Because they are already able to get Co-op students and so they want to see, is there something new to it? They don't want to keep doing 1012 of these year after year it just it doesn't, is not. It's not worth it. So I think that was a challenging time and that is when actually Garvin took it on. He took it on at a challenging time where hEDGE had sort of reached plateaued, and then it had to transform given the changes in the sector. So I thought Garvin did a terrific job in taking hedge on in the second five years. It's now become primarily a UW conference. Because there is so many finance bound students in UW it's across faculties and we have a really terrific cohort of finance students, so we can bring in 100 students to Bay Street and showcase all these students to the community. I'll, I'll let Garvin say something more on the past five years. Thank you.

00:02:15 Garvin Blair

I I just think over the past five years it's it's moved away from a conference being, you know, everything to everybody you know where with, with, with case competitions with mock interviews for, not just Waterloo students, but for students across Canada. And, as you say, said before, wrenching for international students. And I think we've, we have focused, just focused it on Waterloo students. How good Waterloo students are getting them in front of employers, teaching them skills, showing them what opportunities are there for the students and there for the employers. In a in a conference that can be done efficiently that doesn't waste the time of employers because as an ex-employer of students, you don't want to waste your time over two or three days. It doesn't take you that long to you know decide what students that that you want. You don't need two or three days for that so. And it it's at a point now where I think that the employers are very happy with what we're doing with the conference mainly because of the great students that we've had leading this over the past several years.