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*Concocting an undergraduate mathematical seminar: the Torus Talks*

Launching and successfully running an undergraduate mathematical seminar has many challenges. Various aspects are discussed, ranging from building a faithful and increasing audience, to finding the appropriate level of the talks. The role of the Torus Talks, the undergraduate seminar at Grant MacEwan University, as a motivational tool for studying Mathematics is investigated in the context of the diversity of interests of the contemporary undergraduate students.