International **S**ummer **U**niversity for Trade Fair Management
Cologne, June 5th – 7th, 2019
www.tradefair.uni-koeln.de

Lecture Friday | June 7th, 2019 | 11:00 a.m. – 11:45 a.m.

Tim Groot
CEO and Co-Founder at Grip

Tried & Tested - Best Practice Examples

Lecture title:

"AI-powered Matchmaking - How to employ artificial intelligence to enhance your networking solutions!"

Content of the lecture:
In this session, Tim Groot, Founder & CEO of Grip, will give an overview of how Artificial Intelligence is used in other industries for Recommendation Systems, Image Recognition and a variety of other applications. As well as how this is impacting and being applied to the events industry for facial recognition at registration, matchmaking and post-event analysis.

CV of Tim Groot
Tim is CEO and Co-Founder at Grip - the world's first and most advanced AI-powered event networking solution. Grip empowers professionals and the event industry by providing full-cycle support that facilitates quality interactions. At its core, their proprietary technology drives intelligent recommendations through Grip's self-learning matchmaking engine. They use natural language processing, advanced algorithms and deep neural networks to constantly learn about the professional goals and interests of visitors, exhibitors and sponsors. As a relatively small company, Grip has already pulled in multiple awards for their technology and provide heir solutions to the likes of UBM, Reed and ITE.

Tim graduated with a BBA in International Management from the Amsterdam University of Applied Sciences and the Hong Kong Polytechnic University. He started his career in tech working as an Account Manager for a leading app development agency, Nodes. His passion for the app development space eventually lead him to co-found Grip in 2014. Besides Grip, Tim is also a member of Founders of the Future - an exclusive invite-only network of young professionals who are expected to have a positive impact on the world. Tim is an entrepreneur at heart with a passion for creating innovative products, having started his first company at the of age 17.