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[Continued on next page]

### (54) Title: OPPORTUNITY EVENTS

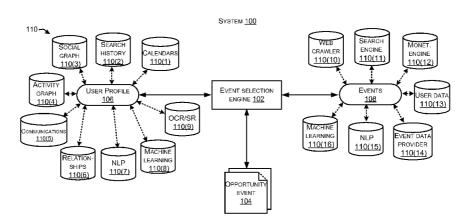


FIG. 1

(57) **Abstract:** The description relates to opportunity events. One example can filter events based upon at least one parameter from a profile of a user. The filtering can produce potential opportunity events for the user. The example can compare the potential opportunity events to the user profile utilizing a similarity threshold such that the potential opportunity events that satisfy the similarity threshold are considered opportunity events. The example can rank the opportunity events by confidence level of matching the user profile. The example can also automatically populate high ranking individual opportunity events onto a calendar of the user. The example can further notify the user about the automatically populating.





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