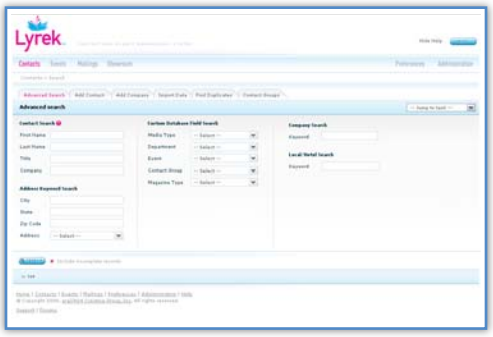
Versatile, Intuitive and Stress-free
Contact and Events Management

Lyrek Contact and Events Management System™

Powered by era//404

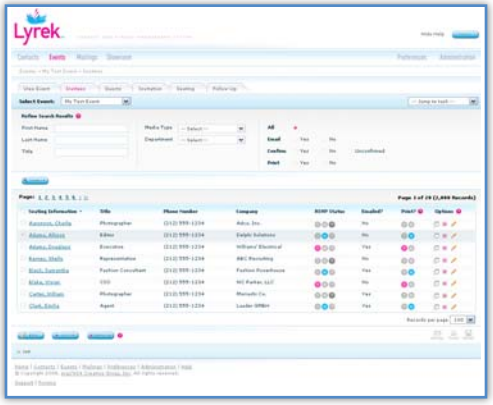
era//404 Creative Group, Inc.'s unique design revolutionizes contact management and event planning and production through a versatile, intuitive and stress-free addition to the era//404 suite of products.



Lyrek Contact Search

Versatile

Lyrek is designed as a Web Application so that users can access their database and perform advanced functions from anywhere in the world. For events planning, this ability is a tremendous advantage over a site-licensed, offline system because it enables users to log in from hotels, satellite offices, convention centers, or the event locations themselves. Invitations/RSVP Emails, Mailings, Seating Assignments and confirmation pages can be designed and branded with images and cascading style sheets. All data is imported and exported using standard formats, making information-sharing easy. Exports and reports can be tailored toward your needs, and can be stored as presets for future usage. And because it's made for the Web, new features are available all the time.



Lyrek Event Invitees

Intuitive

Contacts can be automatically or manually bundled into Contact Groups to quicken the invitation process from event to event. Duplicate contacts, locations/event venues and companies can be merged using smart algorithms to ensure accuracy. Events can be duplicated and edited season after season for ease-of use. Events can be toggled to accept assigned seating and allow for attendees to bring guests.

Stress-free

With the push of a button, all contacts in the system are emailed custom-designed invitations to seek confirmation of attendance. A comprehensive search engine allows for fast retrieval of contacts and information—including custom database fields. Seating assignments and follow-ups are created, stored, and emailed quickly and easily. Data may be archived and unarchived to remove clutter and optimize application response time. Creation of contacts, companies, locations and groups is virtually limitless.

Lyrek saves countless hours and costs because it's designed the way companies actually work. It was designed with you in mind!

Lyrek saves countless hours of organizing Rolodex information into an online database, sending out printed invitation and seating arrangement cards, and calling for confirmations. Though lists and labels can be printed, this eco-friendly system doesn't use a sheet of paper or a single postage stamp. Subscribers pay a monthly subscription rate based on how much they intend to use Lyrek, so you only pay for what you need.

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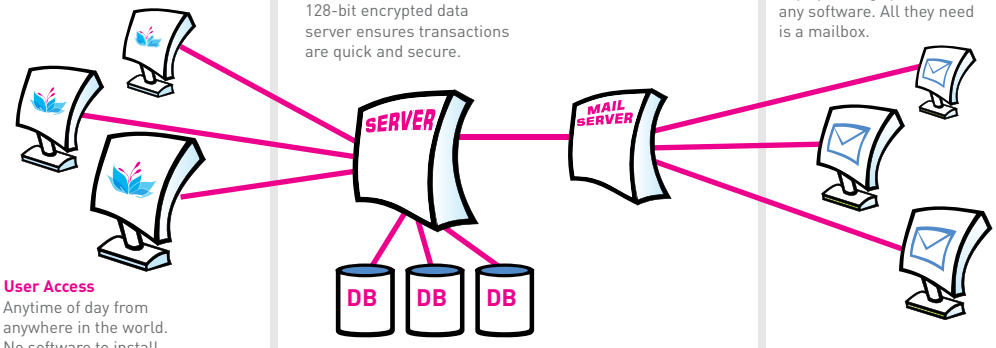
Perform amazing
power functions
in a matter of seconds.
Contact Management
& Event Planning have
never been easier!



User Access
Anytime of day from anywhere in the world. No software to install.

Application Server
128-bit encrypted data server ensures transactions are quick and secure.

Data Storage
Each subscription receives an independent database to ensure all data is secure.

Lyrek Emails
Invitees receive e-mails on any operating system with any software. All they need is a mailbox.

Lyrek Send Event Invitations

Lyrek Format Avery® Labels

The Process

Once a company has been set up on Lyrek, a user is free to perform a batch import of all their contacts or import them one by one. When an event is on the horizon, the user creates a new event in Lyrek, inputs the event details and selects the invitees. Lyrek allows a user to distinguish if seating will be assigned and if attendees are free to bring guests. Then the user creates, designs, and emails all the invitees to request attendance. If phone calls or snail mail responses are received, users can override the RSVP status manually. Otherwise, the invitation collects three pieces of information. 1. The RSVP response confirming attendance or lack thereof, 2. Updated contact information for the responder, 3. The quantity of guests, if applicable.

Once RSVPs start coming in, the user may begin assigning seating for attendees (if this option is selected) and for guests (if this option is selected). From this screen, the user performs advanced search and sort features and has the ability to override RSVPs. When seating is completed, the user may send a Seating Assignment email to all attendees. Finally, the system records and compiles seating assignment email confirmations.

Follow-ups are versitile to be used in a variety of manners:

Before the event:

1. Confirm attendee presence
2. Inform invitees they haven't responded
3. Send changes in event schedule

After the event:

4. Inform attendees of the event success
5. Provide a link to Lyrek Online Showrooms
6. Send a "thank you" for attending

At this point, the user is able to export data for lists, mailing labels, and seating cards. All exports are 100% customizable and users have an option of printing a preset Avery® label, creating an attendee list for the event, or exporting for mail merge functionality.

Following the event, the system saves all data for duplication for similar events in the future. Past events may be archived by the user to remove clutter.

era404 creative group INC.

Lyrek™