Sitr
Seating, simplified.

Sitr Launches CRM, Time-Slot Events & Ticketing—Powers 400+ Users at UConn Medical School Formal

A week of major updates transforms Sitr from a seating tool into a full event-management platform with built-in relationship intelligence.

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400+	~1,000	5
Event Attendees	Emails Sent	Major Updates

Sitr, the modern event seating management platform, today announced a series of product milestones including a new CRM with social-graph intelligence, time-slot event support, integrated ticketing capabilities, and critical infrastructure improvements—all shipped within a single week. The updates coincide with a landmark deployment at the University of Connecticut School of Medicine, where Sitr powered the annual formal event for over 400 attendees.

Real-World Validation: UConn Medical School Formal

The annual formal at the University of Connecticut Medical School has become a proving ground for Sitr. The school's outgoing Committee of Social Chairs had highly recommended the platform, and the newly incoming chairs independently chose to use Sitr again for this year's event. Over **400 users** found and reserved their seats through the platform, and approximately **1,000 emails** were dispatched via Sitr's built-in email blast functionality—demonstrating the platform's ability to handle real-world scale with ease.

What's New

Built-In CRM with Social Graph Intelligence
The biggest addition this week: Sitr now automatically builds a social graph of event attendees behind the scenes. When someone signs up for your event and attends, Sitr identifies who likely left the event knowing each other and assigns a social-graph score. Organizers and super-connectors can view these relationship maps inside a full CRM, tag attendees, add notes, and build longitudinal relationships—turning every event into a lasting network.

Time-Slot Sign-Up Events
Not every event needs a seating chart. Sitr now supports time-slot-based sign-ups, where organizers define available windows across multiple days and invitees select the time that works best. Ideal for medical school interviews, office hours, group meetups, and any event where capacity is time-constrained rather than seat-constrained.

Integrated Ticketing

Event organizers can now sell tickets directly through Sitr. While the UConn formal did not utilize ticketing for this event, the functionality has been built and tested—future events will be able to handle ticket sales natively within the platform, eliminating the need for a separate ticketing provider.

Bug Fixes & Infrastructure Improvements

Global Time Zone Support

Previously, Sitr only supported the EST time zone. The platform now correctly handles all time zones worldwide, ensuring accurate event times for organizers and attendees regardless of location.

Email Blast Performance Overhaul

The email blast system previously sent messages one at a time, generating thousands of individual API calls per campaign. This caused delays, timeouts, and hanging sends. Sitr now batches all recipients into just two API calls, dramatically improving speed and reliability.

> **What this means for organizers:** Sitr has evolved from a seating management tool into a comprehensive event platform. You can now manage seating *or* time-slot sign-ups, sell tickets, blast emails reliably at scale, and—most importantly—build lasting relationships with every attendee through the new CRM and social graph.

About Sitr

Sitr is a modern event management platform that transforms chaotic spreadsheets into a streamlined experience. With visual seating charts, time-slot sign-ups, integrated ticketing, email blasts, and a built-in CRM with social-graph intelligence, Sitr helps organizers create stress-free events and build meaningful, lasting connections. Setup takes under five minutes, and the intuitive interface requires no training. Learn more at **www.usesitr.com**.

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