



**Transforming the way organisations
manage stakeholder interactions**

There has been a significant shift in the importance of corporate communications over recent years, allied to the recognition of reputation as a key business asset. Corporate communicators today have to cater for the increasingly demanding needs of the company's executive team, ever challenging stakeholders and always present media. They must have a view on everything from carbon neutrality to corporate governance, from government affairs to the latest round of restructuring and understand the implications of their view on corporate reputation.

Indeed, operating in an increasingly globalised, regulated world where accountability and social responsibility are important business drivers, corporate communications face many new challenges post the financial crisis. Here are just a few;

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The new “Communications Web”

Journalists are no longer content to just talk to press officers. They are now part of a more complex network of interactions – what we call the “communications web”.

To get the full story, they are in contact with other stakeholders, from employees to trade unions to government bodies to regulators – all of whom will have a view of your organisation. This means that, more than ever before, a company must present a consistent message to all stakeholder groups; messages must be aligned. With such a broad audience listening to your every word it is important that corporate communicators talk with “one voice”.



Channels of Communication

In the communications web, traditional print and broadcast media retain their importance, but new channels have opened up that are of equal importance such as Twitter, Facebook, YouTube etc. The internet has broken down geographical boundaries; where news travels really fast, where relatively small issues can become serious very quickly. It is thus important that stakeholder engagements utilise social media, and that publishing processes are streamlined such that one consistent message can be broadcast to all channels and stakeholders simultaneously.

The Changing Business Landscape

The environment in which businesses operate has changed fundamentally in the past ten years. The direct impact of the financial crisis and the ensuing global recession materially changed the conditions affecting the public sector and business. Indeed in the light of scandals such as Enron, Arthur Anderson and the like, the private sector has particularly had to reassess operations, discard “the business as usual mantra”, and recognise that trust and confidence needs to be rebuilt. To do so requires that an organisation engages in meaningful relationships and regular communications with all stakeholders.

More Effective Use of Resources

Many organisations face increasing budget pressures over the coming months. Communications departments across the country are reassessing priorities to ensure that activities are relevant, focused and effective, especially if headcounts are affected. Software that streamlines communication processes, from contact to campaign management through issues to key message management, and provides fast access to all stakeholder interactions will help to deliver business efficiencies. Effective reporting and the analysis of communications activities will help focus your resources for greatest benefit; enabling the corporate communications function to achieve more with less resources.

Integrated Communications

For an organisation to maintain consistency in its communications, it is important that teams separated by function, brand, location and/or geography are 'on the same page'. They have to understand the breadth and depth of all stakeholder interactions to avoid unnecessary difficulties that may arise out of inconsistencies across, for example, different shifts, or between internal and external communications. This means that communicators need to have access to a corporate memory that ensures, for example, that the latest press line is consistent with what was said to the unions and employees during internal restructuring negotiations.

Governance and Sustainability

Organisations recognise that sustainability, compliance and accountability need to be engrained in their operations if they are to receive the "new licence to operate" that is awarded formally by regulators, but informally by other stakeholders. Factors affecting this licence are the decline in public trust of business; changing expectations of society regarding business

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ethics and the ease of access to information concerning an organisation's activities. The corporate communicator must rebuild this trust, and for compliance purposes record all interactions with stakeholders and maintain secure audit trails of these in a system designed to help protect corporate reputation.

Managing Crises

A strong reputation will help companies through a crisis. If a company is trusted by stakeholders, has a good reputation under normal circumstances, then it will have the luxury of the benefit of the doubt when a crisis occurs. Thus consistent, accurate and targeted stakeholder interactions and easy access to them can facilitate effective issue management and risk mitigation. In the event of a crisis or incident, the ability to react, identify resources and act quickly can be the difference between success and failure. Your key spokespeople can quickly access briefing statements, press lines, media bids and other pertinent information 24/7 and distribute them to selected audiences.

Reputation Value

According to recent studies more than 75% of the market value of the typical FTSE 100 Company is now accounted for by intangible assets including reputation. Yet if reputation has a value, so the loss of reputation has a cost. Thus it is important that, as a custodian of corporate reputation, communications teams have processes and software tools in place that protect and uphold this reputation through affective stakeholder interactions.



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To help organisations overcome these challenges, AIMediaComms has launched Vuelio; software that transforms the way organisation manage their stakeholder interactions.

Vuelio ensures that corporate communications have access to the briefing papers, strategy documents, and lines to take on all of the issues affecting their organisation. They are ready to react to queries from any stakeholder group and are armed with all the information they need to ensure that they address these stakeholder interactions in a personalised manner and deliver a consistent message to avoid dangerous discrepancies. All teams have visibility of what is being communicated, when and by whom.

Vuelio also facilitates the proactive planning of campaigns, events, and communications projects. Implementing our software enables organisations to standardise these communications processes across the organisation thus eliminating wasteful duplication of effort. Real-time information on every facet of a project, and one view of all interactions, enables informed management decisions, protecting the brands by avoiding costly mistakes.

The comprehensive stakeholder interaction system from AIMediaComms provides a sound foundation for the various communications teams in an organisation to manage their workload effectively and deliver an efficient service to their appropriate stakeholders.

For Media Relations

Enables press and media teams to handle enquiries, distribute information and monitor outcomes whilst seamlessly capturing all the important issues, concerns and intelligence in one database.

For Marketing

Greatly improves the visibility of communications projects across the business. Templates are designed for each type of communication, ensuring that each piece of work follows a standard set of procedures.

For Internal Comms


Connects internal communicators and ensures that they are on-message with their external counterparts, ensuring consistency across the board. Key messages can be posted simultaneously across all internal and external channels.

For Corporate Comms

Enables the capture of significant interactions by brand managers, investor relations and others in one centralised repository so that those that need to know can see who said what to whom and when.

For Public & Regulatory Affairs

Legislators, regulators and activists can have massive influence and the proactive management of relationships with these groups can help leverage opportunities and mitigate risks.





Vuelio Features

Stakeholder Interactions

The heart of our software allows you to record and retain a history of all correspondence with each stakeholder and the organisation to which they belong, enabling you to target them more effectively and build a better relationship. Quickly log and categorise enquiries, meetings and other interactions and notify colleagues of important calls so that they can respond efficiently and consistently. Capture the details of the who, what and where of these engagements and associate them with any issue, project or campaign in the system. Our software also provides a secure audit trail of all historical activities for compliance purposes.

Stakeholder and Journalist Database

Our contacts database enables you to capture key details of all your stakeholders, and the organisations to which they are affiliated. These can be grouped to create different distribution lists based on any criteria so that your communications are targeted at the right stakeholder groups. It is easy to establish the relationships between stakeholders (e.g. Mr X is married to Ms V) to avoid mishaps and inconsistencies. We also have a seamlessly integrated database of journalists and media outlets that is frequently updated to ensure the currency of data.

Content Creation, Distribution and Publishing

Key to getting your message across is the ability to send relevant communications to the right, targeted contacts (including journalists from our integrated media database). Branded emails, with all the links and attachments - pictures, videos, and documents from our integrated picture library - needed for a particular audience are easily distributed through our platform. Our software also enables you to syndicate content to multiple web sites without duplication of

effort or expensive time delays associated with waiting for internal IT resources. This includes publishing to your online media centre, your intranet, or indeed to social networking sites, such as Twitter, Facebook and others.

Communications Project Management

One, integrated application enables communications and marketing teams to manage, schedule and monitor all campaigns and projects. Templates for different types of projects can be created and made easily accessible in a centralised database ensuring greater compliance with internal best practice; each piece of work undertaken follows a standard set of considerations and procedures. This module greatly improves the visibility of all communications projects across an organisation, and real time updates on all activities enables informed management decisions and reduces duplication of effort.

Diary / Calendar

The centralised diary/calendar function provides all those involved in the communications team with an up-to-date overview of all new and existing business activity. Views can be focused on individuals, projects or campaigns and can highlight bottlenecks and areas of strain which impact on the smooth and efficient running of the communications function. The diary can act as a forward planner also, thereby helping to analyse resources and prioritise business activities which support key strategic initiatives. Meetings, tasks and events can all be logged and viewed in the diary and associated with particular campaigns, projects and issues.

Key Messages and Issues

Key message management is important for getting vital information across consistently to your



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stakeholders. Rarely is an enquiry received, meeting undertaken or release sent that is not related in some way to the organisations objectives or mission. With our products you can ensure that these key messages permeate through all communications and campaigns, ensuring that your organisation speaks with one voice. Details of the issues that affect your organisation, and crises as they occur, are easily captured, including the team members and stakeholders involved and the interactions with them.

Corporate Memory

The storage of all stakeholder information, including easy access to the chronological, auditable history of all interactions, “who said what to whom” and all communications, briefing materials, position papers, and digital assets ensures that nothing is lost or over-looked, even if team members move on. Powerful searches for any aspect of the data are simple and quick to carry out and can include the whole ‘picture’ relating to an issue, for example, or can be restricted to individual interactions with a key stakeholder. The briefing centre ensures you, your senior executives and the company’s spokespeople are ready to react to any query.

Monitoring and Evaluation


Integrated media monitoring provides rapid access to what is being said about you in print, broadcast and online media. Our products enable an organisation to carry out quantitative and qualitative analysis on their media coverage and wider communications activities. Individually monitored items can be evaluated for key message take-up, tone and sentiment. Items can be associated with specific releases, statements, project and campaigns for comprehensive measurement of the impact of all interactions. This will help lessons to be learned and improve the effectiveness of future communications.

Management Reports

Our comprehensive reporting function provides detailed analysis of all aspects of your communications activities; from the interactions with stakeholders on a specific issue to the use of resources on a particular campaign; from the usage and take-up of key messages to the number of enquiries on a new initiative. It gives you a better understanding of what is bringing you results so that you can focus resources on the right activities. Access to this high quality data is vital for making strategic decisions.

Vuelio Benefits

- Ensure consistency across all communications teams, thereby ensuring organisational reputation
- Single point of access to all interactions (e.g. meeting notes, enquiry responses, briefing paper, policy documents) enhances productivity, ensures nothing is overlooked and everyone is on message
- Improve service levels with timely and accurate responses to stakeholder demands for information
- Centralised contacts database enables more targeted approaches that suit the needs of individual stakeholder groups resulting in stronger relationships
- Improved efficiency through the provision of a truly integrated solution that reduces duplication of effort and inconsistencies across communications channels and processes
- Greatly improves visibility of communications projects, issues and campaigns across the business
- Derive competitive advantage from streamlined, standardised communications and marketing processes that are aligned with corporate initiatives and goals
- Structured, template driven data capture delivers substantial productivity gains, reduces labour intensive processes and ensures that disparate groups adhere to corporate standards
- Centralised marketing and communications database and calendar improves decision making and resource planning, while maximising re-use of existing work and minimising risk
- Prioritise high value activities, ensuring your communications team remain focused and alerted to what is really important
- Secure audit trail of all historical activities assists regulatory compliance, ensures accountability and demonstrates adherence to internal best practice
- Quick, easy access to digital assets in the picture library improves productivity, and maximises re-use of approved content (biographies, pictures, video etc.) ensuring brand consistency
- Comprehensive reports facilitate insightful decision making, help to 'quantify' the added value of the communications function and measure the impact of stakeholder interactions
- Instant, anytime, anywhere access to all interactions enhances out of hours working, ensuring control, consistency and compliance at all times



“Vuelio will transforming the way organisations manage stakeholder interactions in order to protect reputation, assist compliance and maximise value.”

Protect Your Reputation

A recent PricewaterhouseCoopers survey found that 50% of companies agree that loss of reputation is the biggest threat to their business. Meanwhile, a study by Aon Consulting of 2,000 private and public organisations ranked reputational risk as the most significant threat to businesses, greater than crime, natural hazards and terrorism.

Your company’s reputation is how esteemed it is in the eyes of many different stakeholders: the media, your employees, governments, investors, analysts, legislators, regulators etc. Managing these relationships, and in particular managing the interactions and communications you have with them, is key to the success of your organisation. If stakeholders are left on their own to unify all the information they need about an enterprise, then the enterprise could find themselves vulnerable to misinformation and hearsay and put their reputations at risk.

Our solutions bring all your key communications teams together to deliver consistent and personalised messages to different stakeholder groups, thereby helping to protect your corporate identity. Stakeholders can have massive influence on your reputation, creating opportunities for and risks to your business and brand. Proactive management is vital. AI MediaComms gives your public relations, media, communications and stakeholder management teams, visibility across the organisation for smooth running of all your communication activities.

The major benefits our solutions bring relate to day-to-day efficiency. However the capability provided to respond quickly and efficiently should a PR crisis arise cannot be under-estimated. We ensure you are ready to react with all your communication assets stored centrally for easy access, including intelligence about your individual and organisational stakeholders. Your key spokespeople can quickly access briefing statements, press lines, media bids and other pertinent information 24/7 and distribute them to selected audiences. Careful management of these stakeholder interactions will ensure that your message finds the right people, helping you to leverage opportunities and mitigate risks.

In the event of a crisis or incident, the ability to react, identify resources and act quickly can be the difference between success and failure. We help protect the very reputation your organisation was built on, making it a must have for any professional communications team.

Assist Compliance

It has taken several high profile events, such as the collapse of Enron, when one of the world’s most respected energy companies unravelled within days, for many chief executives to appreciate the importance of compliance. Nowadays, compliance failures are often found to be a major source of reputation risks. The world in recession and the current financial sector crisis have added to the perception that strong reputations based on good compliance will help companies through this crisis.

Any organisation that values its good name, and requires the trust of stakeholders to be successful must maintain an awareness of who their stakeholders are, and understand their evolving needs. In order to manage different stakeholder groups appropriately, companies need to understand the different rules and nuances of these stakeholder interactions. Further, if an organisation wants to maximise its opportunities and minimise threats in dealing with stakeholders, any interaction with them needs careful attention and has to follow the best practice guidelines.

The workflow based, stakeholder interaction system from AIMediaComms brings your communications teams together to deliver consistent and personalised messages to all stakeholder groups. It provides a detailed and secure audit trail of any past activity to assist compliance and protect your corporate identity. With a template approach, it assists with mitigating risks across teams, brands, locations and geographies by helping to adhere to local and national regulations and ensures corporate guidelines are adhered to. Its crisis management capabilities are very effective before crises erupt and offer consistent and effective communications, controls, monitoring, reporting and self-reporting.

Maximise Value

In today's knowledge, service-based economy the definition of business value has changed. Accountants need to do more than count inventory, plant and machinery, bricks and mortar and other tangible assets to calculate a company's worth. These days intangible assets need to be taken into account; things like know how, brand, alliances, and reputation. Indeed, more than three-quarters of the market value of the typical Fortune 500 Company is now accounted for by intangible assets. Thus reputation has a value, and losing it has a cost; there are many examples to demonstrate this – BP, Toyota, Tiger Woods.

In every day operations, but particularly when a crisis strikes, effective communication with stakeholders is vital in maintaining the reputation of a company and its value. Ensuring that your key spokespeople have access to the appropriate lines to take, briefing statements, and can respond consistently to enquiries ensures that they remain the trusted source of information. Careful management of stakeholder interactions will ensure that your message finds the right people, helping you to leverage opportunities, mitigate risks, and protect your value.

In addition, it is also important that the communications department can 'quantify' the worth of its work. The comprehensive reporting module in AIMediaComms' software facilitates the quick production of KPIs increasing the visibility to, and impact of, your stakeholder interactions.



