



Software for managing media and other stakeholder interactions

Vuelio is the market leading, web-based software suite for managing all media and stakeholder interactions. It enables your various communications teams – media relations, public affairs, internal communications - to work more efficiently with one voice, and empowers them to establish more effective relationships with journalists and other stakeholder groups.

Vuelio ensures their messages are consistent, ensuring reputation is maintained, and that all internal and external stakeholders get the right information, at the right time. One integrated suite enables them to collaborate and share information more easily, ensuring everyone is 'on the same page' with access to the latest briefings, statements, and all related correspondence.

**PROTECT YOUR REPUTATION;
GET THE RIGHT INFORMATION
TO THE RIGHT PEOPLE
AT THE RIGHT TIME**

How can Vuelio help your teams?

Ensure everyone is 'on the same page', properly and precisely briefed before they engage with your stakeholders

React to queries from all sources in a consistent manner to avoid dangerous discrepancies

Ensure a coordinated response in crisis situations, thereby distinguishing your organisation and protecting its revenues, reputation and shareholder value

Plug the knowledge gaps and departmental vulnerabilities that arise from staff restructuring

Drive efficiencies in order to achieve more with less resources

Prioritise high value activities ensuring quick, effective responses to demands for information

More effectively target corporate communications across brands, geographies & teams

Improve productivity by providing an integrated, online dashboard that has everything in one place, and by being aware of 'who said what to whom'

React quickly and efficiently to external comment, market forces and competitive initiatives

Report on the effectiveness, and measure the impact of corporate communications and public relations activities

Key Features



Stakeholder Interactions: Record and retain a history of all enquiries, meetings and other interactions with the media and other stakeholder groups in one, online secure repository.



Stakeholder and Journalist Database: Capture key details of all your stakeholders, the organisations to which they are affiliated, their power and influence and relationships between them.



Enquiry Management: Monitor and manage your enquiries every step of the Way; From the initial assignment of a call, to recording responses, all of which can be interrogated in order to establish “who said what to whom”.



Briefing Centre: Ensures you, your senior executives and the company’s spokespeople are ready to react when they need to. Easily accessible briefing statements and ‘lines to take’ ensure that all concerned deliver consistent messages to external stakeholders.



Content Creation and Distribution: Create highly branded press releases and other correspondence, then easily approve and distribute them to key contacts, or publish them directly on your corporate web-site, intranet, Facebook and Twitter.



Diary / Calendar: Provides all teams with an up-to-date overview of all internal and external activities, highlighting bottlenecks that might impact on the smooth and efficient running of the communications function.



Issues and Crisis Management: Details of the issues that affect your organisation, and crisis as they occur, can be easily captured with access to all the associated key messages, lines to take, briefing statements etc.



Corporate Memory: Easy access to the chronological, auditable history of all interactions, “who said what to whom” and all communications, briefing materials, and digital assets ensures that nothing is lost or over-looked, even if team members move on.



Picture library: Catalogue, search and browse your corporate images and digital assets important to safeguarding and promoting your brand.



Monitoring and evaluation: Integrated media monitoring provides rapid access to what is being said about your organisation, your people, your competition.



Management and KPI Reports: Detailed reports demonstrate the value and effectiveness of your communications activities. Access to this high quality data is vital for making strategic decisions.