bluevizia PR Manager is a modern, easy-to-use software tool for the successful development and management of the internal and external communications of the company.

Installation

Windows

Double-click with the left mouse button on the downloaded file installprmanager.exe. Shortly afterwards, the installation menu appears. You can install the program in the suggested folder or select a new one. In the latter case, enter the desired folder and click on the **Next** button. After the successful installation, an icon is created on the desktop as well as the group PR Manager in the menu Start, Programs. To start the application, double-click on the icon on the desktop or click on the button Start and select Programs, PR Manager and PR Manager.

Linux

To read the instructions about the installation of Marketing Manager under Linux, please click here.

Mac

To read the instructions about the installation of Marketing Manager under MacOS, please click here.

Navigator

The Navigator of PR Manager provides you with quick access to the frequently used program functions. To start it, click on the button on the button bar of the application or select **Navigator** in the **Help** menu. With the buttons on the left you can start a new PR campaign, manage PR campaigns, view hints how to proceed after the end of the campaign and start PR Blaster. On the right of the buttons you will find short explanations and links for quick access to the frequently used functions. You can have the Navigator displayed with each program start by checking the **Show Navigator at Startup** option.
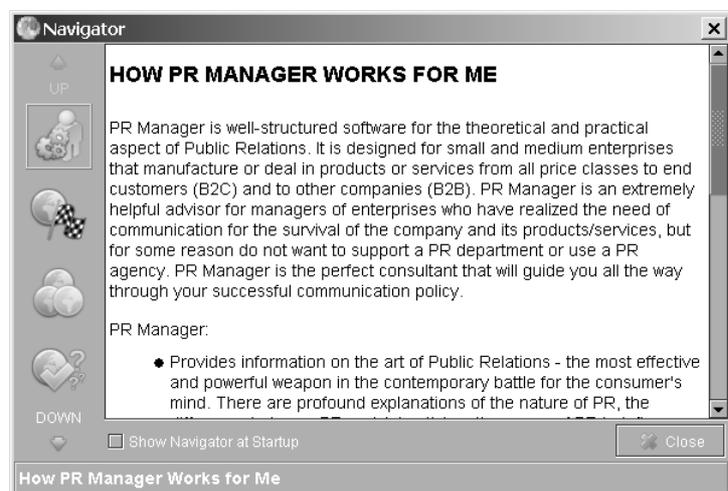

PR Wizard

The PR Wizard helps the user to create a new PR campaign. To start the PR Wizard, select **New PR Campaign** in the **PR Manager** menu.

The PR Wizard consists of five main steps:

1. Selecting the type of PR campaign.
2. Answering campaign-specific questions.
3. Selecting PR instruments listed in the PR Wizard.
4. Selecting PR steps listed in the PR Wizard.   5. Selecting name and color of the campaign.

Selecting the Type of PR Campaign

You can select the type of PR campaign that you want to create with the radio buttons. Clicking on the respecive radio button causes the corresponding type of PR campaign to appear in the **Important notes** field.
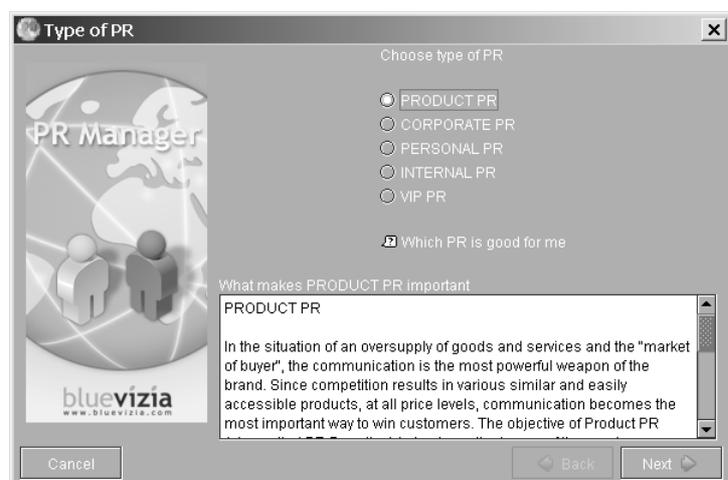
*Hint: Every time you notice a link, you can click on it and get additional information. Click on the **Next** button after you take your decision concerning the respective step.*

Answering Campaign-Specific Questions

The different PR campaigns have different sets of questions. Sometimes not every option is active: e.g. when you are at **Stage of development** and you choose **Launch**, i.e. your company is new, it is impossible to have a positive image.

The **Back** ◁ and **Next** ▷ buttons take you back and forth respectively within the PR Wizard. After answering all the questions, the respective PR prescription is created by the program automatically. Click on the **Next** button to go to your set of PR instruments.

Selecting the PR Instruments

All the instruments are active by default. You can deactivate any instrument if you wish so by clicking on the checkbox to the left of the instrument. When you finish, click on **Next**.

Selecting the PR Steps

Every instrument must be executed in several steps. You can plan these steps newly in the dialog box or decide not to use them at all.

Selecting Name and Color of the Campaign

Enter the name and description into the respective fields. Then you can
use the **Choose Color** button and select the color that will serve to present your campaign in the PR Calendar. Please use different colors for your current campaigns. After you are ready, click on **Finish**. Thus your PR campaign appears in the PR Calendar and in the tree structure of the active campaigns.
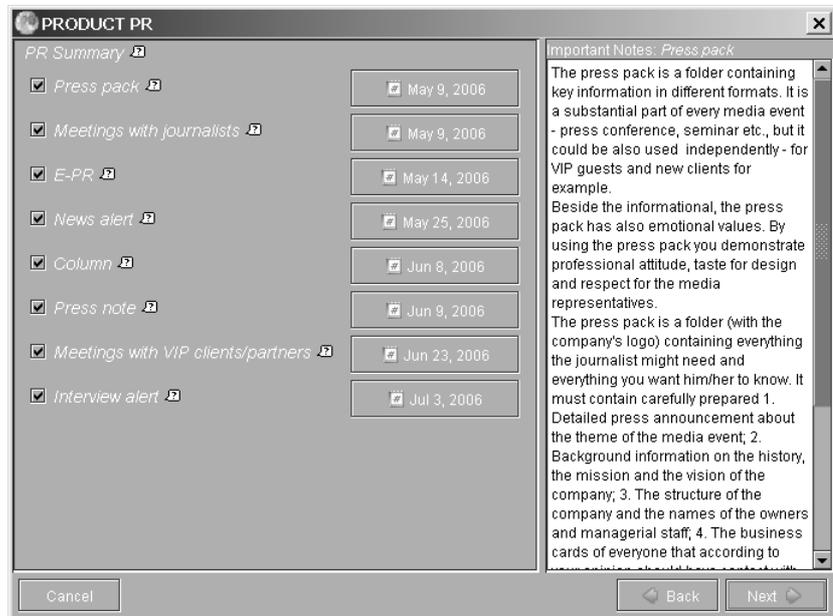
User Interface

On the left, the active PR campaigns are arranged according to their type - Product PR, Corporate PR, Personal PR, Internal PR und VIP PR. The calendar is presented on the right. You can switch between weekly and monthly view mode by clicking on the **View by Week**, respectively **View by Month** link. At the bottom left there is a miniature view with a rectangle that facilitates your navigation in the calendar and helps you move quickly to a certain date. As you move the rectangle with the mouse, different parts of the calendar become visible.
To go to the next or previous month, click on the respective links to the left and right of the active month in the monthly view mode. To go to the next or previous week, click on the respective links to the left and right of the active week in the weekly view mode.

Conducting the Campaign

PR Manager presents the user with predefined instruments and steps to conduct the PR campaign that help him/her achieve the set goals. Nevertheless, you can change the suggested dates for the implementation of the steps and instruments and to delete them if you consider it necessary. We would recommend you not to make any changes in the dates and instruments. If however you wish to change the date of an instrument or step, select it in the tree structure on the left and click on the **Set another date for the instrument** or **Set another date for the step** button.

To delete an instrument or step, select it in the tree structure on the left and check the **Remove instrument** or **Remove step** option and confirm with **OK**.

After an instrument or step are fulfilled, select them in the tree structure and check the **Mark instrument as ready** or **Mark step as ready** option and confirm with **OK**. Each PR Prescription consists of a different set of instruments. By clicking on the name of an instrument you can read additional information about it. Every instrument is planned for a specific date. The date is selected precisely so that you can achieve your
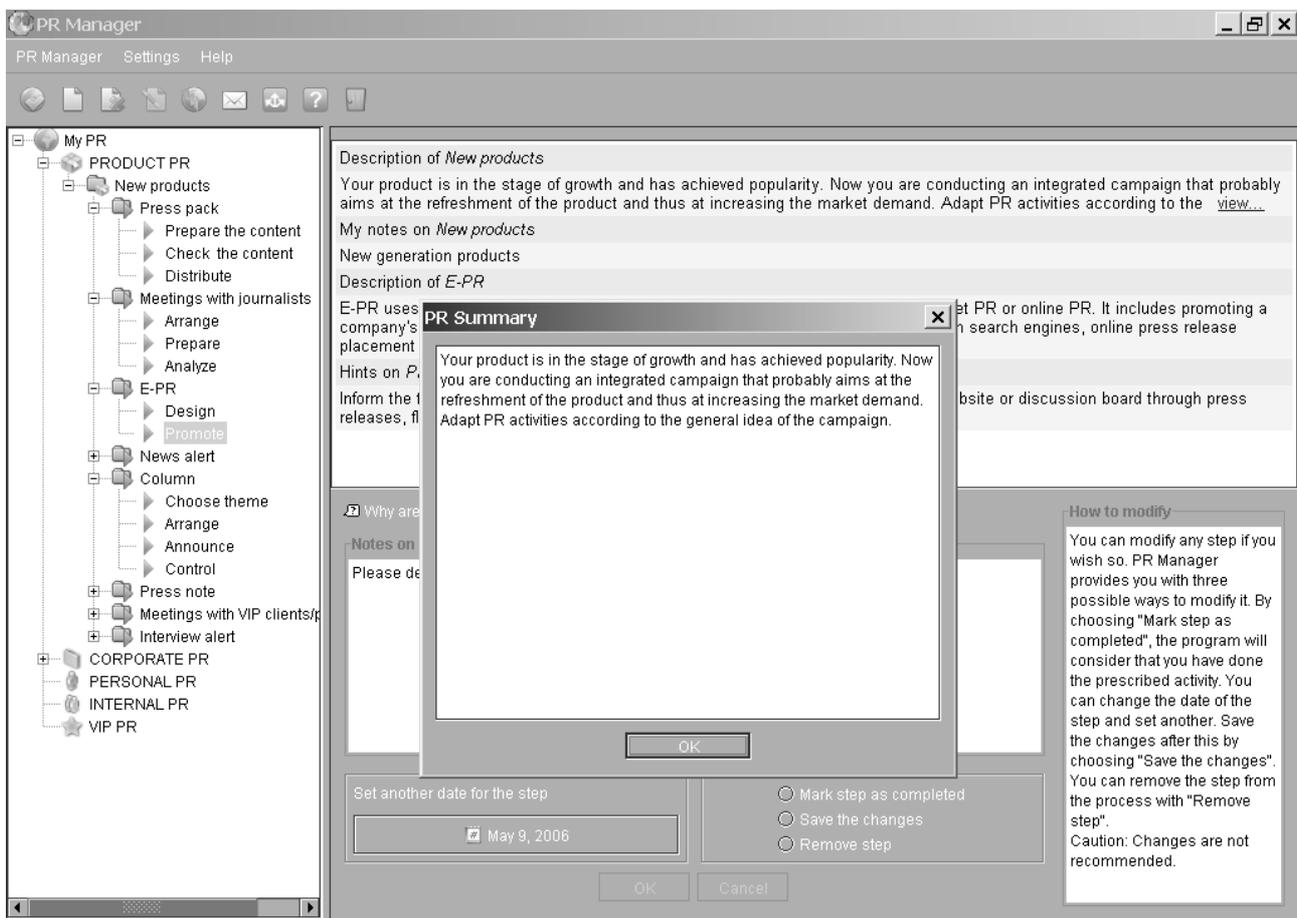
goals within three months. Of course, you can change the date of an instrument by clicking on the button with its date and choose a different date from the calendar. You can deselect any instrument by unchecking the checkbox to the left of its name. Regardless which step or instrument is selected, PR Manager provides you with additional information about it at the top right. If the hints are too long, they are not displayed in full length on the screen. To see the entire text, click on the **Next** link.

If you want to mark an instrument as ready, but there are steps in it that have not been marked as completed, and you check the **Mark instrument as ready** option, the program opens a new window in which you can see all the steps of the instrument. There you can change the dates of the steps that have not been marked as completed or, if you still want to mark the instrument as ready, check the **Change all uncompleted reminders dates** option. Confirm with **OK** for the changes to take effect.

To go to the PR Calendar, click on the name of a PR campaign in the tree structure on the left. After adjusting your calendar for the respective campaign, click on **Next**. You will thus see what types of steps your selected PR insruments consist of.

Finished PR Campaigns

You can switch between finished and active PR campaigns with the ⬤ button on the button bar. If you click on any finished campaign, you will see its history in detail.

1. **Goals** - presents what was the initial situation at the start of the campaign and what were the goals to achieve.
2. **History** - information about all the instruments and steps.
3. **Details** - similar to **History**, only that all entered notes are also presented.

PR Calendar

PR Manager provides you with a graphic display of the activities concerned with the PR campaigns. You can see your current campaigns on the left and your PR Calendar on the right.

When you select an element in the tree structure, only the corresponding campaigns appear in the

Calendar. For example, if you select **INTERNAL PR**, only the Internal PR campaigns are displayed. When you select a campaign, only its own instruments and steps appear.

You can click on any element in the Calendar or in the tree structure of the active PR campaigns and manage it, or select the whole campaign in the tree structure of active campaigns and manage it by clicking on the **Manage PR Campaign** button. Pay attention that this button is active only when a campaign is selected and not an instrument or step.

Evaluating PR Campaigns

The different types of PR campaigns are evaluated by means of different techniques. Detailed information about evaluating the results of the performed PR campaigns as well as additional hints how to optimize them are available under the **Help** menu of PR Manager.

Exporting and Importing PR Campaigns

If you want to create a backup of your campaigns or exchange them with your employees or partners, use the **Export** and **Import** functions. To export a campaign, select **Export** in the **PR Manager** menu and mark the desired campaigns by checking the boxes in front of them. Select the export file location. The backup files have the extension .prm. When you finish, click on the **OK** button to save the selected plans in a PRM file. To import a campaign from an archive, select **Import** in the **PR Manager** menu. Select the desired backup file. In the column **Title** you will find the PR campaigns contained in the file. To import one or several of them into the database of PR Manager, select them with the left mouse button and click on the **OK** button. If a campaign with the same name already exists in your database, the program warns you and enables you to save the campaign under a different name.

Crisis PR

Every organization encounters a crisis sooner or later. That is why it must learn how to handle it. The way an organization deals with crises defines if it will keep a positive image or crash. Some crises are accidental - they arise all of a sudden. Others are a result of many problems not solved

in time. Here you will find some basic rules when to expect a crisis, how to avoid it, and some advice how to cope with it when it occurs. PR Manager gives you hints how to act best in a crisis situation and come out of it with as fewer losses as possible. To start Crisis PR, click on the button on the button bar or select **Crisis PR** in the **Help** menu.

PR Blaster

PR Blaster is a powerful tool for sending press releases to the press media. You can start it by selecting the **PR Blaster** option in the **PR Manager** menu. After you start the program for the first time, you must configure it. Enter your name, company, contact information and the mail server settings into the respective fields. To use PR Blaster most effectively, you must firstly enter the media contacts (journalists) into its database. The contacts are divided by geography location and category. Thus you can send your press release to the specified press media by selecting them with a few mouse clicks only.

To enter a country into the database, click with the right mouse button on the **The World** option. Select the **Add Country** option in the context menu, fill in the respective fields and confirm with **Save**. The regions are entered similarly by clicking with the right mouse button on the country and the towns by clicking with the right mouse button on the region. To enter a journalist into the PR Blaster database, click on his/her town with the right mouse button and select the **Add Media Contact** option in the context menu. Fill in the respective fields and confirm with **Save**.
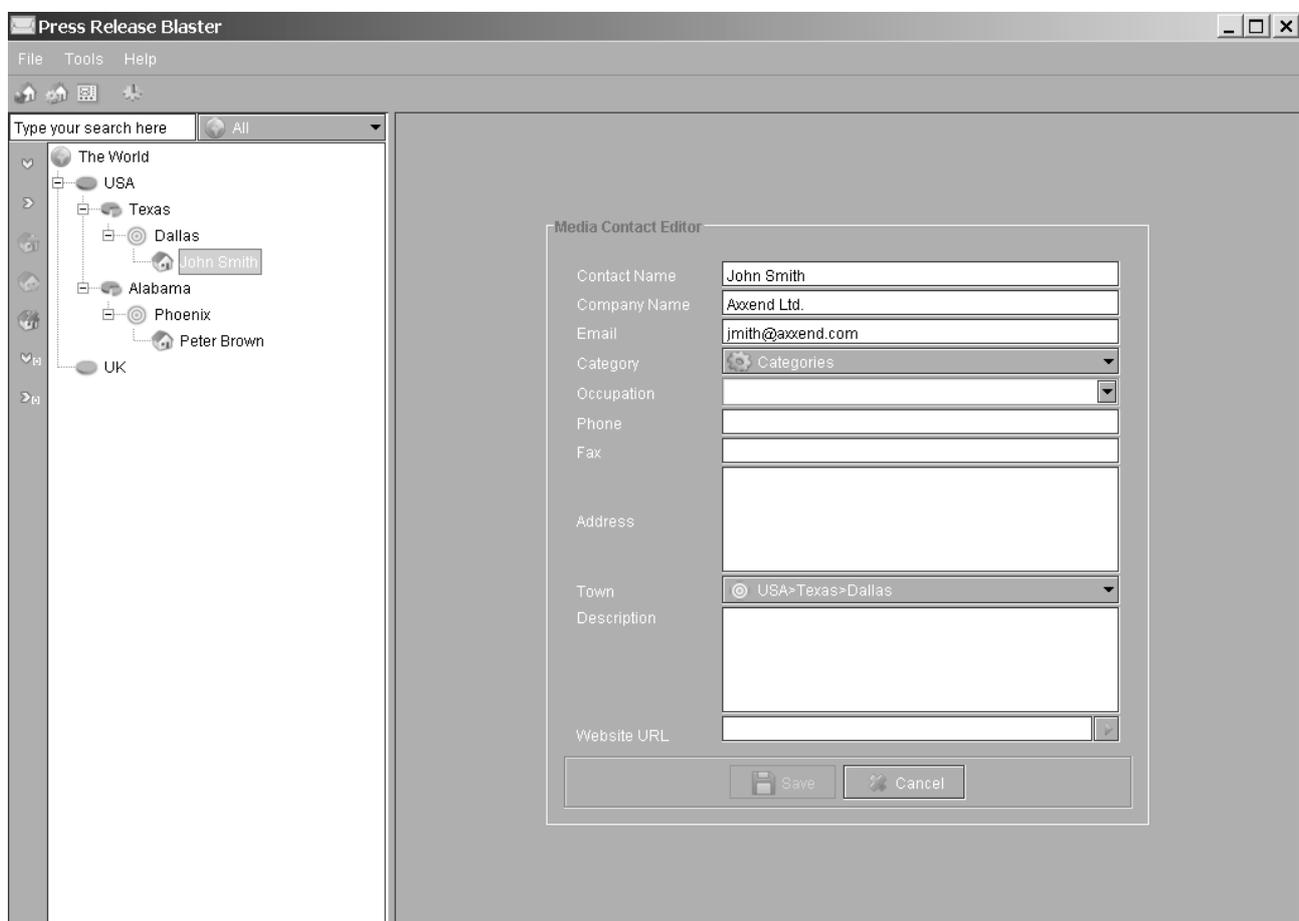
To create and send a press release, start the wizard that will guide you in this process by selecting the **Wizard** option in the **Tools** menu. The program provides tools for selecting media contacts that comply with certain criteria such as region or industry. Prepare the press release text in the integrated editor, then go to the e-mail sender and send it with the **Send** button. You can find additional information in the **Help** menu.

Further Online Assistance

You can find additional information on PR, such as tips and tricks, useful links etc. at *online.bluevizia.com*. You are linked to it directly from the program - use the **bluevizia Online** option in the **Help** menu.