



bluevizia releases PR Manager in English

Berkley, California, February 22nd, 2006 - There is a lack of resources for the professional PR activities, especially for startups or small businesses. No problem. Software publisher bluevizia, a spin-off of the ICYGEN Group, brings a software PR counselor to the market: bluevizia PR Manager. This effective tool helps companies successfully carry out internal and external communication activities and announce their presence on the market.

bluevizia PR Manager makes it possible for users without expert knowledge to plan, implement and monitor successfully their communication activities and optimize relations with the media, clients, partners and employees.

Public Relations step by step

bluevizia PR Manager can be recommended as a useful tool with its user-friendly interface: By feed specific company data to the software, users can easily and quickly create Public Relations plans and campaigns. Precise analyses and situation simulations make it possible for the people in charge to take decisions, based on recent data and facts.



bluevizia PR Manager

The interactive Public Relations software for your successful internal and external communications.

bluevizia PR Manager is your private Public Relations counselor. It is effective and easy-to-use software that will help you create a successful communication policy. This powerful app enables you to optimize your relations with the media, clients, partners and employees by analyzing your business. It derives solution strategies, tailored precisely to your needs. This Public Relations tool supports you along the whole process of planning, implementation, monitoring and success control of the performed communication activities. Due to its interactive advising functionality, bluevizia PR Manager is perfect for the small business, involved in public relations for the first time and willing to optimize their public activities. Business starters and trainees who want to acquire valuable expert knowledge can benefit from it as well.

FEATURES

Introduction bluevizia PR Manager includes all major types of PR campaigns. It guides the user step-by-step in the search for the solution most adapted to the situation of the company while offering more than 400 personalized guidelines.

Public Relations Planning The software guides you step-by-step in creating a detailed Public Relations plan that contains all the steps to wrap up a successful campaign. The user-friendly interface and the intuitive usability allow for an effective and professional implementation and control of your Public Relations campaign.

Consulting bluevizia PR Manager provides you with detailed, understandable knowledge for a successful communication. The useful tips on all types of communication will let you better choose, manage and achieve the goals of your Public Relations Campaign. It also explains the various Public Relation types and the most important Public Relations tools and how to address media using them.

Navigator If you need help, the easy-to-follow Navigator will facilitate your work with its streamlined functionality.

Assistance The application provides a detailed overview of the different types of Public Relations, clarifying the aspects of Corporate and Product PR, Internal Communication and Crisis PR.

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