

High-Net-Worth Individuals



Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising high-net-worth individuals on their reputations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Ultra-high-net-worth individuals are more exposed to media and public attention than others.

We have worked alongside some of the most successful individuals and families globally, advising them around complicated communications issues as well as helping them maximise the opportunities of a strong reputation.

Our HNWI team is discreet, attentive, and strategic. The team blends decades of experience advising private clients around sensitive matters with a delicate touch.

We have also stood alongside clients in tough, hostile public relations battles, executing sophisticated and aggressive PR plans.

Our service

Our UHNWI team acts for business executives, entrepreneurs, next-generation family members, and beneficiaries.

Our key services include:

- Strategic communications advisory around specific issues;
- Setting a strategy around personal positioning;
- Taking steps to protect your privacy;
- Managing your online reputation and digital profile;
- Managing all press inquiries;
- Securing selective, subtle coverage;
- Communicating philanthropic work and impact;
- Enhancing credentials through Board positions and awards;
- Navigating succession events;
- Branding new businesses and investment vehicles;
- Defensive PR during legal cases.

The challenges and opportunities that face high-net-worth individuals are unique. Every situation requires a bespoke solution, and our experienced team will devise a personalised plan of action.

Our experience

We have supported a variety of high-net-worth individuals and families, advising them across various situations and multiple generations.

Our recent highlights include:

- Advising a Belgian family on their personal visibility within a new investment vehicle to attract deal flow while protecting the family's privacy.
- Acting on behalf of a family trust with an annual expenditure in excess of £2 million to ensure that this impactful work was put on the public record in a subtle fashion.
- Setting the communications strategy for an individual who was looking to sell their business without it being perceived as a distressed sale.
- Supporting a next-generation family member in building their credentials through Board appointments, awards, and selective PR.
- Putting in place protections around a high-profile sports star to ensure that they were not exposed to overzealous, intrusive media interest.
- Setting a 10-year communications and press strategy to accompany a succession event that will see more than £600 million of business assets pass to the next generation.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.”

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.”

SPEAR'S500²⁰¹⁹

For more information

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