

Private Investors & Shareholders

Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising private investors and shareholders 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

Investors with the relationships and reputation to attract the most lucrative opportunities will succeed, as well as command the most attention in the boardroom.

We have worked alongside some of the world's most well-known investors, coordinating activist campaigns while protecting their reputations.

Our Investor & Shareholder team is commercially aware, creative, and quick to act. The team's deep experience means it is able to provide clients with a competitive edge in striking new deals, accessing the very best deal flow, and driving partnerships with peers, co-investors, and other financial institutions.

Our service

Our Investor & Shareholder team acts for activist investors, angel investors, venture capitalists, and passive investors.

Our key services include:

- Strategic communications advice for personal positioning;
- Announcing new investments and acquisitions;
- Raising your profile selectively for deal flow;
- Setting the strategy around mandated announcements on stock exchanges;
- Enhancing your reputation amongst the financial community;
- Running activist shareholder campaigns;
- Putting in place protections against media intrusion;
- Managing your digital profile;
- Communicating ESG & economic impact credentials;
- Developing purpose, mission, and narrative;
- Attaining Board positions and awards.

The challenges and opportunities that investors face are unique. Every situation requires a bespoke solution, approach, and plan of action.

Our experience

Our Investor & Shareholder team has supported investors across all types and sizes of companies, including large takeovers and seed-round investments.

Our recent highlights include:

- Setting the media and communications strategy for the hostile private takeover of an LSE-listed retailer.
- Coordinating a national media campaign to give voice to an investor's concerns about the executive pay policy of an LSE-listed company, prompting the unseating of the Chair of its Remuneration Panel.
- Repositioning an entrepreneur as a technology investor through setting up and branding a new investment vehicle.
- Managing the communications around the sale of a £100-million asset on behalf of a hospitality investor, ensuring it was not perceived as a distressed sale.
- Supporting a German family on all aspects of their communications as they set up, launched, and brought to market a new mid-market private equity vehicle.
- Acting on behalf of a private equity investor during an investigation of a takeover bid by the Competition and Markets Authority (CMA).

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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