

## The Private Office

An award-winning strategic communications agency, Transmission Private offers clients a vast array of advisory expertise across reputation management, media relations, and stakeholder engagement. The Private Office provides a single point of contact for ultra-high-net-worth individuals and their advisers to access our confidential communications advice.

### Introduction

The opportunities of enhancing your reputation are only matched by the risks of getting it wrong.

Individuals with strong reputations are able to command the respect, confidence, and attention of new business partners, financial institutions, and talent. A well-managed, credible profile ensures successful individuals are respected by the right people, enabling them to strike new deals, build new partnerships, and, ultimately, drive business success.

Yet, in a fast-moving world, if an individual's reputation is not handled with subtlety and care, it will expose them to high levels of risk. Small missteps can quickly become full-blown communications crises, attracting the wrong outside interest, flaring out of control, and leading to damaging media coverage that stays online forever.

The Private Office is a highly personalised and confidential source of insight on the most difficult communications challenges facing successful individuals and their businesses. Whatever the requirement, our highly experienced personnel will be able to guide you through all your communications, media, and online challenges.

### Our service

The Private Office acts for many of the world's most successful individuals, spanning business and industry, finance and investment, and entertainment and sports.

#### Our key services include:

- Comprehensive advice on all aspects of your personal, family, and business reputation;
- Strategic communications advice on your personal and executive positioning;
- Acting as a spokesperson to the media to expertly manage enquiries, both positive and negative;
- Securing selective, controlled media coverage for you and your business interests;
- Taking control of the information about you and your businesses online, including within search results;
- Provision of 24/7 crisis communications support;

- Monitoring all media and social media channels for content that may expose you to risk;
- Setting engagement strategies for specific audiences, including investors, business peers, regulators and government policy-makers;
- Conducting extensive reputation audits to identify old content and embarrassing social media posts that may expose you to risk;
- Executing long-term communications plans to accompany succession events;
- Devising strategic philanthropy & CSR plans to enhance you and your business' reputation;
- Strategic communications advice on diversity, ESG, and sustainability issues.

The challenges and opportunities that successful individuals face are unique. Every situation will require a bespoke, highly personalised plan of action.

### Our experience

The Private Office supports a variety of individuals across Europe, North America, Asia, Africa, and the Middle East.

#### 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 North American family's offshore charitable 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 a 10-year communications strategy to accompany a succession event that will see more than ¥5 billion of Chinese business assets pass to the next generation.
- Acting for a high-profile teenage member of an international family, ensuring that they were not exposed to intrusive media interest while studying in the UK.
- Establishing and executing a long-term positioning strategy for a young entertainment star as they transitioned to a business and investment career.

## Our clients

Operating on a truly global basis, The Private Office supports many of the world's most successful individuals and their businesses. While some are globally well-known, the vast majority are known only within their industry or regional geographies. All our clients need the very best advice to navigate a changing world, and have come to expect a level of sophistication, creativity, and expertise that only Transmission Private can offer.

**Key clients include:**

- Entrepreneurs and founders
- High- and ultra-high-net-worth individuals
- Next-generation family members
- Company leaders, CEOs, and senior executives
- Beneficiaries and heirs
- Private investors and shareholders
- Philanthropists and donors
- Politicians and global leaders
- Landowners and landed estates
- Sports stars and entertainers
- Family offices
- Family businesses
- Privately-held entities
- Family foundations

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.

## Our company

Transmission Private is an award-winning strategic communications advisor to successful individuals, executives, and their businesses.

Since 2018, we have been recognised by *Spear's* magazine as "best in breed" for family reputation four years' running, and we regularly feature in the international, national, and financial media as one of the leading voices on how communications, media, and reputation impacts the lives and businesses of the most successful people.

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 nonprofessional ambitions and aspirations.

Headquartered in London but operating globally, our client base is truly international, and many of the clients we support lead global lifestyles with business and philanthropic interests scattered across the world.

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

**SPEAR'S 500**<sup>2020</sup>

*“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'S 500**<sup>2019</sup>

## For more information

**Jordan Greenaway**

Managing Director

+44 207 556 1041

jordan.greenaway@transmission-private.com

**Luke Thompson**

Head of Client Services

+44 207 556 1043

luke.thompson@transmission-private.com