

Community Engagement

Transmission Private is the leading global communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their community engagement, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful individuals and their businesses harness the power of a strong reputation to transform community sentiment, embed and deepen networks with important local stakeholders, and shape perceptions and decision-making.

We have partnered with some of the world's most successful people to shift local perceptions positively.

Our Community Engagement team is strategic, thoughtful, and discreet. We have decades of experience running campaigns to shape public sentiment positively in local communities through meaningful and purposeful interventions.

The team is well-networked, principled, and creative.

Our service

Our Community Engagement team acts for family businesses, investors, and developers.

Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Identifying key stakeholders in the local community;
- Devising communications strategies at targeted stakeholders;
- Securing positive coverage in the local and regional press;
- Acting as an honest and open broker in community processes;
- Engaging with local governance structures;
- Putting in place philanthropy and local giving strategies;
- Enhancing personal and corporate reputations amongst decision-makers;

- Sponsorship and hosting of community and local events;
- Responding to hostile public and press interest;
- Provision of crisis communications support.

Every situation requires a unique work programme, and our experienced team will devise a plan that meets your engagement needs and goals.

Our experience

Our team has supported a wide variety of clients who want to engage positively and openly with local communities.

Our recent highlights include:

- Acting for a family business on the communications, press, and digital strategy around their community-focused charitable trust, which distributes in excess of £2 million annually.
- Devising a strategy to enhance the corporate reputation of a property developer amongst local businesses, residents, and decision-makers in advance of the launch of a commercial development scheme (£12 million).
- Mapping the local stakeholders across the public, business, and governance for an entrepreneur before the acquisition of an energy asset (\$52 million) that would need local support.
- Enhancing the reputation of a business family (£220 million) amongst their local community through pursuing an events sponsorship and community giving programme.
- Coordinating all community engagement during a significant local redundancy programme, representing the family in all stakeholder meetings, press engagement, and public consultations.

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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