

Family Offices

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

The most successful family offices attract fruitful investment opportunities through strategically leveraging strong relationships and an even stronger reputation.

We have advised some of the most significant family offices worldwide on their communications and positioning, giving them an important competitive edge while protecting the privacy of the wealth originators.

Our Family Office team is commercially sophisticated, well-networked, and discreet. The team are able to deliver complex communications advice that carefully balances the need to attract investment opportunities with protecting the privacy of the family.

The team are analytical problem solvers who are able to see the risks of different strategies two or three steps ahead.

Our service

Our Family Office team acts for both single and multi-family offices, operating across all industries and geographies.

Our key services include:

- Strategic communications advice on the positioning of the family office;
- Advising on the visibility of the family within the investment vehicle;
- Putting in place protections for the family against media intrusion;
- Enhancing the family offices' reputation amongst peers and the financial community;
- Extending networks amongst business, regulatory, and geopolitical stakeholders;
- Managing the online presence of a family office;
- Setting the strategy behind a family office website launch;
- Announcing investments, acquisitions, and disposals;
- Developing the purpose, mission, and narrative for a family office;

- Creating physical collateral, including brochures and annual reports;
- Communicating ESG credentials and economic impact;
- Responding to hostile media inquiries and crisis situations.

Many family offices face unique special situations that will demand a highly bespoke plan of action. We develop plans in concert with you, mindful of your individual priorities.

Our experience

Our Family Office team has supported a wide variety of family offices, including newly set-up entities and long-established holding companies.

Our recent highlights include:

- Advising an entrepreneur on the set-up of a new family office, ensuring that the branding, message, and narrative appealed to highly competitive technology investments he wanted to access.
- Building business and geopolitical networks for a £750-million family office in Africa to access a pipeline of attractive deal flow from that region.
- Selectively raising the profile of a Nordic family office to attract strong deal flow, while carefully guarding the family against overexposure.
- Showcasing the ESG and philanthropic credentials of a family office to bolster their reputation and pre-empt any potential resistance to their property investment activity.
- Coordinating a press and media campaign in advance of the sale of a large asset from a family office to ensure it demanded the best price on entering the market.

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

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