

Public Affairs

Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their public affairs, 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, executives, and their businesses leverage strong relationships to ensure their point of view is given both time and credence, cement and further deepen important relationships, and, ultimately, influence policymaking in a positive direction.

We have partnered with some of the world's most successful individuals to advance their interests, while judiciously protecting their reputations throughout the process.

Our Public Affairs team is strategic, resourceful, and well-networked. They have decades of experience ensuring that clients are able to articulate their perspectives in a persuasive and compelling way.

The team is commercially shrewd, politically adept, and constantly stays two or three steps ahead.

Our service

Our Public Affairs team acts for clients at all points in the government relations process.

Our key services include:

- Strategic advice on personal, corporate, and executive positioning;
- Mapping all political stakeholders and decision makers who may impact business performance;
- Segmenting and researching the competing motivations of different political and regulatory stakeholders;
- Devising impactful communications campaigns to influence stakeholders;
- Coordinating local and national press strategy;
- Leveraging grassroots activism;
- Providing strategic intelligence on political risks to your business;
- Managing concerted parliamentary activity;
- Acting as a spokesperson for you to political stakeholders;
- Organising political engagement events;

- Provision of around-the-clock political and parliamentary monitoring;
- Measuring and evaluating success through polling and analytics.

Every client requires a personalised work programme targeted at the political stakeholders most relevant to them, and our experienced team will devise a plan that meets your specific needs.

Our experience

Our team has supported a wide variety of clients across a wide variety of needs.

Our recent highlights include:

- Creating a high-powered political Board for a campaigning organisation, which included existing Ministers, Shadow Ministers, and the former leader of a major national political party.
- Acting for a major political donor on all their press and media engagement, and ensuring this activity dovetailed with the client's political priorities.
- Launching, coordinating, and acting as the Secretariat of a Parliamentary interest group (more than 20 members), which provided a vehicle to communicate a green energy investor's perspective on policy issues.
- Mapping the political decisionmakers involved in the decision around the construction of a logistics asset (£40 million asset value), and devising a strategy to target communications at these stakeholders depending on their priorities and motivations.
- Providing a centralised point of contact for the political press and political stakeholders during a business decision with national political implications, ensuring the client's side of the story was fairly represented and powerfully articulated.

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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