

Public Relations

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 relations, 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 leverage the power of a carefully managed profile to build relationships, enhance their reputations, and influence business partners, giving them a powerful edge to drive business and personal success.

We have worked alongside many of the world's most successful individuals, helping them strategically manage their perceptions while aggressively guarding their privacy.

Our Public Relations team is strategic, discreet, and fiercely analytic. We have the experience to plot and execute sophisticated public relations strategies that carefully enhance a client's profile, while carefully navigating the risks of overexposure.

We are well-networked, sensitive, and creative with our approaches.

Our service

Our Public Relations team acts for individuals who want to establish a profile, as well as those who want their existing interest managed.

Our key services include:

- Strategic advice on your personal and corporate positioning;
- Evaluating existing perceptions and levels of awareness;
- Plotting media and communications routes to manage perceptions amongst specific audiences;
- Devising routes to target very specific audiences, such as financial stakeholders;
- Securing selective positive coverage;
- Drafting and distributing press announcements;
- Managing and preparing you for media interviews;
- Securing Board positions and awards;
- Setting public speaking strategies;

- Evaluating the impact of communications activity on audience sentiment;
- Preparing all content and creative material.

Every client requires a personalised work programme, and our experienced team will devise a plan that meets your specific needs.

Our experience

Our team has supported a wide variety of clients who want to manage perceptions amongst the public, business partners, and the financial community.

Our recent highlights include:

- Shifting negative public perceptions of a high-net-worth individual (£3.1 billion) through a carefully managed media campaign and associated philanthropy programme.
- Enhancing the personal reputations of a senior management team pre-IPO, coordinating their media, speaking, and social media schedule to target the German financial community.
- Devising stories and selectively raising the profile of a family office (\$750 million) amongst the financial and investment community to attract co-investment opportunities.
- Establishing a tech entrepreneur as a leader in the property technology space through a media, public speaking, and content strategy, supplemented with their appointment to an industry body.
- Acting for an entrepreneur post-IPO (£500 million) on their personal positioning as they moved into the next phase of their career, setting their media and speaking strategy to focus on the technology investment community.
- Managing the perceptions of a family business amongst the local community, especially political stakeholders, in advance of a redundancy programme.

We recognise that different categories of gift-givers have different priorities and motivations, and we shape our support to meet their very individual needs.

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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