



# CONNECTING THE WEALTH SECTOR. ●

*"PCD Club offers a professional platform from which to  
share insights and remain connected."*

**Julian Gibbs, Head of Marketing | International Private Bank**

SPONSORSHIP

# NEW CONTACTS, NEW IDEAS, NEW BUSINESS.

PCD GROUP IS A PLATFORM WHERE PROFESSIONALS DEALING WITH HIGH NET WORTH INDIVIDUALS CAN MEET, CONNECT AND FIND NEW BUSINESS OPPORTUNITIES.

Under the PCD Group umbrella, there are three offerings: **PCD Club**, our membership & networking platform; **PCD Media**, our content creation and design agency; **HNW Advisor**, a distribution channel for the latest industry news and ideas.

Our synergy of live networking and online events, along with our range of digital content, allows you to showcase your expertise to a cross-disciplinary community of 10,000+ private wealth professionals that include lawyers, bankers, investment managers, property professionals, trustees and more.

PCD Club is the **premier** business networking forum for **international private wealth professionals**.

Our events are designed to aid networking and maximise business development opportunities in a relaxed and sociable setting.



**SINCE 2014 WE HAVE HOSTED EVENT FOR OVER 10,000 GUESTS IN 21 CITIES INCLUDING:**

London, Manchester, Geneva, Zurich, New York, Miami, Dubai, Mumbai, Hong Kong, Shanghai, Cape Town and Johannesburg.



## OUR AUDIENCE IS MADE UP OF:

- 20% Lawyers;
- 18% Investment Managers;
- 15% Private bankers / Financial Advisors;
- 13% Accountants;
- 13% Trustees;
- 6% Property related;
- 6% Currency Brokers;
- 9% Other

NETWORKING DINNER  THE LANGHAM, LONDON





# SPONSOR OFFER.

## WE DO THINGS DIFFERENTLY.

PCD Club offers your organisation unique access to an international audience of private client professionals, where you can start a conversation, introduce your brand and educate this highly targeted group with your organisation's sales and marketing messages.

Sponsorship allows your organisation to create relationships and break into new markets with the minimum of time, effort and expense. It promotes both profile and expertise in an effective and credible way to new and existing contacts.

**No other networking group is focused exclusively on the international private client sector.**

We will work with you to make sure you connect to your target audience and pride ourselves on results.

## OUR APPROACH.

PCD Club aims to understand our sponsor's objectives to maximise impact and drive new business. Feedback from our previous sponsors shows 95% of past sponsors would sponsor a PCD event again.

## OUR UNDERSTANDING.

The PCD Club team discuss the sponsor's objectives for the event, in particular their target industry segments. We know the Private Client industry and PCD Club Founder, David Bell uses his extensive network & industry knowledge to identify the best opportunities for the sponsors.

## WE BUILD CONNECTIONS

- Over 2000 active members
- 15,000 highly engaged professionals on LinkedIn



NETWORKING DINNER 📍 YALE CLUB, NEW YORK



# WHAT'S INCLUDED.

**Hand-Picked Table Guests** Sponsors can invite guests to the dinner who are interested in networking with their industry peers and making new contacts. More often, sponsors request new introductions to guests joining their table facilitated by David Bell. This allows them to use the event to expand their networks through strategic introductions.

**Key Networking and Introductions** Sponsors will receive the full guest list of attendees prior to the event. During the reception and following the event, David Bell will facilitate connecting the sponsor to relevant professional contacts. He will be working with you during the event and afterwards to maximise impact and ensuring a ROI.

**Brand Awareness** Sponsors have the opportunity to brand the event including displaying banners, sharing collateral and creating gift bags for guests on their table or for the whole guest list.

**Speaking Slot** During the dinner, sponsors are invited to address the audience. During this speech,

they introduce their business & team creating the opportunity to follow up during the event or afterwards.

**Social Media** The sponsor's brand and picture of the team members will be promoted on social media during the event. Sponsors will also be included in mail outs to members and our full mailing list.

**Website Feature** Sponsors will feature on the PCD Club event page where all members will sign up as well as the gallery pages post event.

**Pre-Dinner Panel** When reaching out to a new audience, raising awareness of your brand and expertise can be facilitated even further by holding a pre-dinner panel to get your message across. We can work with you to develop the right topic and collaborators to maximise your impact.

**Bespoke Publications** PCD Club produces a quarterly magazine. There is scope to feature sponsors in the content of our digital publications.



PRE-DINNER PANEL 📍 BEAU-RIVAGE, GENEVA



# VALUE FOR MONEY.

## SPONSORSHIP NEEDS TO DELIVER A CLEAR ROI.

BY COLLABORATING WITH PCD CLUB YOU CAN EFFECTIVELY REACH YOUR TARGET AUDIENCE FOR A FRACTION OF THE PRICE, RISK AND HASSLE OF PUTTING ON YOUR OWN EVENT.

Running your own events is hard work, particularly when aiming to expand in an international location. You can leverage our platform, reach, network and experience operating events in multi locations to give you a better return on investment.

Many sponsors end up forging partnerships and doing business as a result of their participation in our events. We offer companies a predictable cost that can be planned and budgeted for, without any surprises arising from dealing directly with venues. We offer sponsor packages to suit every budget and deliver exceptional value for money.

*PCD Club Miami*

*"We sponsored the PCD Club dinner Miami for brand building in a new jurisdiction that we are focussing our business development efforts on. We really enjoyed the sponsorship opportunity and feel the silver package is good value for the coverage given. We felt that the panel discussion was particularly useful in giving us a window to show our expertise, as well as good fun to drink and dine with!"*

**Deborah Carrivick**, Head of International Private Client team | Birketts LLP



*PCD Club New York*

*"Our main objective in sponsoring the PCD Club dinner was to reach a wider intermediary network of targeted professionals together with delivering a Cayman update. It exceeded expectations, both from a local and global perspective. This was the best PCD Club event I have ever attended and I have been attending since 2014!"*

**Naro Zimmerman**, Deputy Head of Caribbean, Private Client Services | JTC



PRE-DINNER PANEL 📍 PARK HYATT, DUBAI



## GOLD SPONSORSHIP

PREMIER SPONSOR PACKAGE FOR MAXIMUM IMPACT IN YOUR TARGET LOCATION: ENHANCED VISIBILITY, BRAND AWARENESS AND GUEST HOSTING IN MARKETS WHERE YOU WANT TO GROW YOUR BUSINESS.

The gold sponsorship package includes:

- Lead speaking slot after reception
- Two tables of 10 to host guests
- Pre-event promotion of team and key messages
- During event feature in marketing materials
- Post event follow-up and introductions
- Event photography and video
- Interview opportunity at the event
- Follow-up opportunity in digital magazine
- Brand awareness through emails to members about the event

**FROM £10,000**

**REQUEST FOR PROPOSAL**



## SILVER SPONSORSHIP

GREAT VALUE PACKAGE TO BOOST YOUR VISIBILITY, RAISE BRAND AWARENESS AND BUILD NEW CONTACTS.

The silver sponsorship package includes:

- Speaking slot after main course alongside other silver sponsors
- One table of 10 to host guests
- Pre-event promotion of team and key messages
- During event feature in marketing materials
- Post event follow-up and introductions
- Event photography and video
- Brand awareness through emails to members about the event

**FROM £5,000**

**REQUEST FOR PROPOSAL**





# SPONSOR FEEDBACK

**WE HAVE BUILT A CLIENT BASE OF  
LEADING PROFESSIONALS.**

WE HELP SPONSORS REACH THIS INFLUENTIAL AUDIENCE, CREATING THE TIME AND SPACE FOR CONVERSATIONS THAT WILL HELP DRIVE THEIR BUSINESS FORWARD.

**95%** of past sponsors say they would sponsor a PCD Club event again.

**80%** of past sponsors said they gained increased brand awareness within their target market from sponsorship of a PCD Club event.

**40%** of past sponsors said they had directly gained new business within one month of the event as a result of sponsorship.

**100%** of past sponsors felt sponsoring the event had helped build relationships with target introducers.



NETWORKING DINNER 📍 GRAND CONNAUGHT ROOMS, LONDON



# WHO ATTENDS.

PCD Club events attracts senior leaders from the private wealth sector. Our members are the gatekeepers to wealthy international families. They come to PCD Club to meet industry peers, share knowledge and build their own practice.

## Quality Connections

100% of members have been in the private client industry for 5+ years

## International Outlook

45% of current members are looking for international connections

## High-End

98% of current members enjoy the premium venues, first-class service and high-end dining club feel of the events

Our membership is currently made up of:

- 20% Lawyers
- 18% Investment Managers
- 15% Private bankers / Financial Advisors
- 13% Trustees
- 13% Property related
- 6% Property related
- 6% Current Brokers
- 9% Other

[FIND OUT MORE TODAY](#)





# MARKET YOUR BUSINESS.

## DO YOU WANT TO BUILD YOUR BRANDS VISIBILITY?

## GROW YOUR PRIVATE CLIENT BUSINESS WITH **COMPELLING, HIGH-QUALITY CONTENT** WITH **PCD MEDIA**

Turn your expertise into compelling video content that can be shared across platforms to your prospects, clients and peers.

*"We engaged PCD Media to create some video content around our new business launch. The PCD Media team helped us plan and produce high quality interviews & case studies to illustrate where we add value to customers. David and the team took care of all the details and delivered on time and on budget. We were very happy with the result."*

**Patrick Ryan** | Sire Capital Partners

[BOOK A CALL](#)



[WWW.PCD.MEDIA](http://WWW.PCD.MEDIA)



## RATE CARD

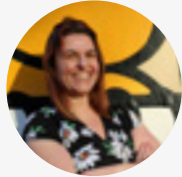
## DAILY

## HOURLY

David Bell	£1000	£200
Senior Designer	£750	£150
Senior Copywriter	£750	£150
Junior Designer	£300	£75
Senior Cameraman	£750	£150 (minimum half day)
Production Support	£300	£75 (minimum half day)
Senior Video Editor	£750	£150
Junior Video Editor	£300	£75



# MEET THE TEAM.



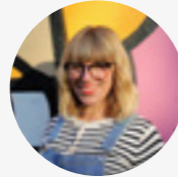
*"When we arrived in London as young professionals, all the networking opportunities were about meeting people within your own profession. It created an environment of competition, not collaboration. I was tired of only ever meeting other accountants so David and I decided to organise a little dinner, above a pub in east London, just to see what happened..."*

**Sophie Bell**, Co-Founder | PCD Club



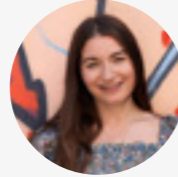
*"When we organised that first dinner in 2005 - not really being sure whether anyone would turn up - I would have never imagined that it was the start of a journey that would see us organising events across continents (in one case in the middle of a full-blown riot in Hong Kong), building up a community of 10,000 leading names in private wealth, facilitating hundreds of collaborations and new business initiatives every year, forging lasting friends and having fun every step of the way."*

**David Bell**, Co-Founder | PCD Club



*"I think I speak for the whole team when I say that our members include some of the most innovative people in their industries. The best part of my job is the fact that I get to have regular contact with our community, helping them to be in the right places at the right times, and watching as they grasp opportunities and grow their businesses."*

**Lucy Ashworth**, Client Administrator | PCD Club



*"As PCD's Events Manager, my focus is to create memories for our guests and sponsors with an unforgettable experience over drinks and carefully thought out food. It's an honour to be a part of an organisation that values networking as a key skill. I thoroughly enjoy contributing to the excellence of our events. And look forward to the years ahead."*

**Karen Brazier**, Events Manager | PCD Club



**David Bell**  
Co-Founder



**Sophie Bell**  
Co-Founder



**Lucy Ashworth**  
Client Administrator



**Chris Mathison**  
Head of Design & Creative



**Karen Brazier**  
Events Manager



**Rori Maguire**  
Marketing Manager



**Leon Peskett**  
Digital Marketing Assistant



**Olivia Gallichan**  
Junior Content Creator

#JOINTHECLUB





## CLOSING REMARKS

*"In today's challenging environment, high and ultra-high-net-worth need trusted advisors more than ever. In our work with private wealth professionals, we have found that those who invest the time to increase their visibility, embrace challenges as opportunities, and remain open to collaborate through uncertainty are putting themselves at the front of the queue to meet fast-changing needs in today's fast-changing world."*

**David Bell, Founder | PCD Club**

**CONTACT: [SPONSORS@PCD.CLUB](mailto:SPONSORS@PCD.CLUB)**