



# PCD Club

**THE LANGHAM, LONDON**  
**Wednesday 1 September 2021**

**SPONSORSHIP OPPORTUNITIES**

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# ABOUT PCD CLUB'S RETURN TO LONDON

**PCD Club is returning to London on Wednesday 1 September 2021 at the prestigious [Langham Hotel](#).**

This will be our first live event post-Covid-19 and we are excited to welcome everyone back in person. We have upscaled our digital presence dramatically during the pandemic, keeping everyone connected and embracing a Live and Digital format going forward.

The event will provide a forum for advisors to HNW clients to meet, connect and develop new relationships in London. **In our recent survey, 84% of members told us they would be comfortable attending a live event on the basis of double vaccinations or lateral flow testing.**

The guest list will be composed of professional advisors from the wealth management industry, including investment managers, lawyers, fiduciaries, tax advisors, trustees and corporate service providers. In line with Covid-19 guidelines, we are confident in safely delivering a quality event. To see the gallery, guest list and event video from our London 2019 event, please click [here](#).

This year's Gold sponsor is [Finance Isle of Man](#) and our Silver sponsor is Swiss digital bank [Sygnum](#). Two further sponsor slots remain open for a law firm, fiduciary, wealth manager or other firm seeking to raise their profile. Details of the sponsor packages are outlined on slide 4.

PCD Club hosts first-class events at leading venues around the world. The Club provides a forum for the global private client community to connect and do business. In 2021 we are aiming to host events in London, Manchester, Jersey, Guernsey, Zurich, Geneva and Dubai, followed by a larger programme in 2022.

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# COVID SAFE MEASURES

The return to our Live Events is nearly here, we are so excited to see you all again and regain the value of face to face networking. As this will be our first season in a post covid era, we are taking safety at our events seriously. Hosting our events across the globe may mean we follow a slightly different procedure depending on the guidelines of the country, but our procedure for the London event will be as below.

## **New policies and procedures:**

Each guest will be asked to produce proof of a double vaccination or provide proof of a negative lateral flow test. A QR code will be available for guests to check-in using the NHS tracker app. Guests will be temperature checked on arrival.

**Hand sanitiser** will be available, which guests will be encouraged to use on arrival and throughout the event.

**Handshakes** will be discouraged at the event and contact details will be made available virtually, avoiding the need to exchange cards.

**The drinks reception** at the Langham will be held outdoors on the terrace (weather permitting) and the Ballroom is well ventilated for dinner.

**Tables of 8** will be used (which would previously have held 10 guests) ensuring space between guests.



# OUR SPONSORSHIP PACKAGES

## GOLD SPONSOR - SOLD

Headline sponsor for the event with prominent branding on promotional materials - confirmed sponsors approve any additions to the line up

Branding on event collateral, website, mailing list and invites

3 x tables of 8 guests to host professional contacts

Keynote speaking opportunities at the event

Photographs and video of the event

Full Social media coverage across LinkedIn, Twitter Facebook and Instagram

## SILVER SPONSOR - GBP 7,500 1 SOLD, 2 AVAILABLE

Sponsors from mutually exclusive industries - confirmed sponsors approve any additions to the line up

Branding on event collateral, website, mailing list and invites

2 x tables of 8 guests to host professional contacts

Speaking opportunity at the event

Photographs and video of the event

Full Social media coverage across LinkedIn, Twitter Facebook and Instagram

## BRONZE SPONSOR - GBP 4,500 2 AVAILABLE

Available only if not conflicting with confirmed Gold and Silver sponsors

Branding on event collateral, website, mailing list and invites

Tables of 8 available to purchase

Speaking opportunity at the event

Photographs and video of the event

Full Social media coverage across LinkedIn, Twitter Facebook and Instagram

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# LIVE EVENTS WITH MAXIMUM IMPACT

During the pandemic we have increased our digital presence across a range of channels. Our sponsors benefit from this audience and reach on all our promotional material for the event.

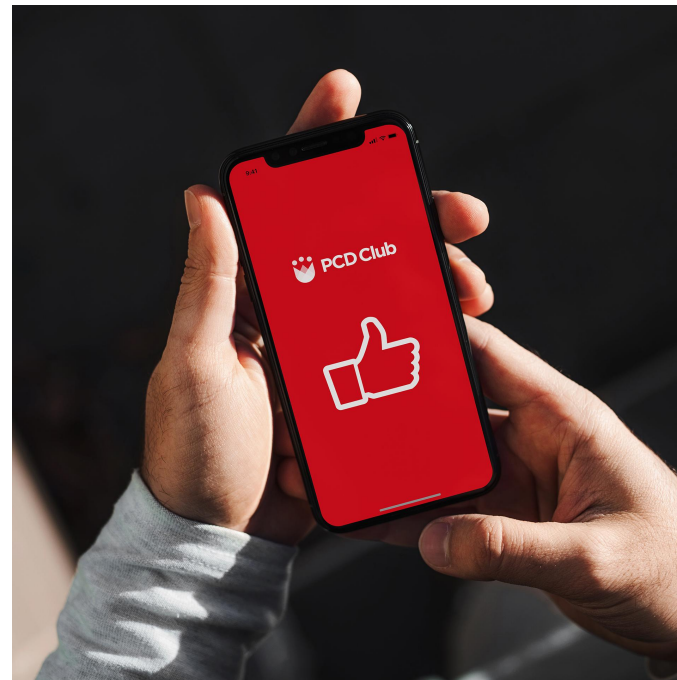
**Following** - PCD Club company page has over **6,000** followers on LinkedIn and is on a steady growth. David's personal following is **24,000**.

**Impressions** - our posts receive over **5,000** impressions each month, with an engagement rate of 4.85% (higher than average).

**Audience** - our global audience reflects our success in delivering internationally in the years leading up to 2020 in every global financial centre, from Miami to Shanghai, Cape Town to Mumbai and all across the UK & Europe.

**Email** - each week we send out emails to our contacts, compiled of over **1,500** professionals and **4,500** subscribers.

**Digital Magazine** - we are now on the **30th** edition of our magazine which averages over a **1,000** reads per edition.



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# SPONSORSHIP ENQUIRIES

**If you are interested in sponsoring this event, please contact David Bell.**

**Office:** +44 1273 916651

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