



**PRIVATE
CLIENT**
DINING CLUB

Introduction

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Introduction

Private Client Dining Club (PCD) is an international network for advisors to high net worth individuals. Regular events have been established in **London, Edinburgh, Geneva** and **Zurich**. We have recently launched in **Dubai & Jersey** and are adding location according to demand from members & sponsors.

Event Focus

The events are hosted in the evening and allow guests the opportunity to network over drinks on arrival, followed by a sit down dinner according to a seating plan. Seating is changed again after the main course is finished to maximise the opportunity for productive conversations and new contacts.

Attendees

Attendees come from a variety of backgrounds: banking, asset management, trustee, property services, legal & tax. They all have 5+ years of industry experience and are all client facing, increasing the likelihood of referrals between members.

Testimonials

"I can highly recommend the PCD Club events. They offer great networking opportunities with HNW private client advisers of all types and we have built several strong new relationships at these events."

Steve Skelding, Octopus Investments.



"First Names Group recently worked with PCD on the sponsorship of their Zurich event. The event was very professionally run and the guest list was of the highest quality."

Carl Darnill, First Names Group.



"Arc & Co sponsored the PCD event at the Westbury, London. The event was meticulously organised and the guest list was perfectly matched to our target market."

Andrew Robinson, Arc & Co.



"David's network throughout the private client industry is very helpful to get in touch with bankers, trustees and advisors. The PCD events are well organized and a brilliant opportunity to network"

Patrick Husler, KPMG AG.



Current Sponsors



R K HARRISON



FIRST/NAMES GROUP

Arc&Co.

Sponsorship

There are many events in the Private Wealth industry, usually large scale conferences where expensive tables are sold with little return on investment. By contrast PCD aims to **understand the objectives of sponsors** and **work with them** over the course of a single or multiple events to **drive new business**.

Event Organiser

PCD has a dedicated professional event organiser, Valerie Barnafo. Valerie has 15 years experience managing events for companies in the City of London. She is able to guarantee successful delivery of an event.

Website Feature

Sponsors will feature on the PCD event page (available via www.pcd.club/calendar), where all members will sign up. If sponsoring more than one event, they will also feature on the PCD homepage.

Understanding

Valerie will discuss with the sponsor their objectives for the event, particularly understanding the most productive industry segments they are most interested to meet (for example, Private Banks, Law Firms, Trust Companies, Family Offices).

Brand Awareness

The sponsors brand will also be on the header of a weekly email sent to 2,000 registered users, a figure which is growing since only December 2014 on a weekly basis.

Speaking Slot

The speaking slot for the sponsor is delivered once guests have sat for dinner prior to the arrival of the first course. The speaker can address the audience for around 15 minutes, highlighting some key areas their business is working on with clients. This is most effective when kept short and concise and discussed further over dinner. Slides can be used but most sponsors speak without them.

Guestlist

Sponsors are able to invite 10 guests to the dinner who are interested in networking with their industry peers and making new contacts. This represents a low cost form of entertaining for professional contacts and further promotes their profile as sponsor.

Bespoke Publications

We are able to create a bespoke PDF invite to be issued by email to feature the corporate brand with details of the event. This is a useful document to use to send to guests and non members.

Key Networking

The sponsor has control over the seating plan for dinner: they are able to place a member of the team at each table to facilitate conversation and maximise the value of appearing as sponsor.

Optional Extras

Roundtable Forum

To arrange a separate round table meeting ahead of the dinner that evening with refreshments. This would be held in a function room at the venue. This would bring together a focused group of target business introducers for the sponsor.



Corporate Videos

In conjunction with a professional video producer, we will commission a series of short social media friendly clips to highlight your business. This will be shared via PCD social media channels and direct to members.



Questionnaire

Complete some valuable market research at the event by asking key questions on a topic relevant for your business. PCD will arrange an interviewer and iPad through which to collect information during the drinks reception as guests arrive.



Get In Touch

If you have any questions regarding PCD Sponsorship you can contact us via the website or send us an email. *Please click below:*

[Website](#)[Email](#)