



## SPONSORSHIP OPPORTUNITY

PCD CLUB

# THE RITZ-CARLTON, SINGAPORE

27 FEBRUARY 2020



**PRIVATE  
CLIENT**  
DINING CLUB

● New contacts ● New ideas ● New business

# SINGAPORE EVENT INFORMATION

**Format:** Networking Reception and Dinner **Date:** 27 February 2020 **Timing:** 5:30PM Onwards

## ABOUT THE CLUB



PCD Club is returning to Singapore on Thursday 27 February 2020 at the prestigious Ritz Carlton.

[The Ritz Carlton Website](#)

The event will provide a forum for advisors to HNW clients to meet, connect and develop new relationships in Singapore.

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. We expect many guests from foreign jurisdictions, including UK, Switzerland, Channel Islands and Hong Kong to be present for our event in Singapore.

Our gold sponsor for the event is Hawksford. We are seeking 3 further sponsors from non competing fields such as banking & asset management, citizenship & relocation or insurance. The sponsors will have access to the silver sponsor package as outlined on page 3.

PCD Club hosts first class events at leading venues around the world. The group provides a forum for the global private client community to connect and do business. The club hosts events on a global basis.



[Click to see feedback from recent event in Hong Kong](#)

## THE STATISTICS

**Business Development.** 96% of our current members are actively looking to expand their professional network.



**Value.** 90% of current members surveyed said they have benefitted from their club membership.



**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.



**Membership.** 20% Lawyers, 18% Investment Managers, 15% Private bankers / Financial Advisors, 13% Accountants, 13% Trustees, 6% Property related & 6% Currency Brokers.



## OUR APPROACH

There are many events in the Private Wealth industry, where return on investment is hard to quantify. By contrast, PCD aims to understand our sponsor's objectives to maximise impact and drive new business. Feedback from our previous sponsors shows 40% have received new business as a result of event sponsorship.

## SPONSOR FEEDBACK



100% of past sponsors would sponsor a PCD event again.



80% of past sponsors stated they had benefited by gaining "warm introductions" to relevant private client professionals from sponsorship of a PCD event.



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



40% of past sponsors said they had directly gained new business by sponsoring a PCD event.

## SPONSOR PACKAGES

### Gold Sponsor - **SOLD**

Headline Sponsors for the event with prominent branding and promotion opportunities.

Branding on all event collateral, via our website, mailing list and invites.

3 tables of 10 included to host professional contacts.

Keynote speaking opportunity at the event.

Photography from the event.

Full social media coverage, with over 20,000 followers on LinkedIn, Twitter, Facebook and Instagram.

### Silver Sponsor **GBP 5,000 - 3 AVAILABLE**

Sponsors from mutually exclusive industries.

Branding on all event collateral, via our website, mailing list and invites.

Table of 10 to host professional contacts.

Speaking opportunity at the event.

Photography from the event.

Full social media coverage, with over 20,000 followers on LinkedIn, Twitter, Facebook and Instagram.

## CONTACT DAVID BELL

If you are interested in sponsoring this event contact David Bell:

**Phone:** +44 7535 679 740

**Email:** david@pcd.club





## FEEDBACK FROM RECENT EVENT

### Hong Kong



#### From Sponsors:



*"PCD was recommended to us by many key intermediaries in the private wealth sector. After attending an event we had no doubt that we wanted to partner with PCD moving forward, first by taking a corporate membership and then by co-sponsoring the inaugural dinner in Hong Kong. Using their own market intelligence and suggestions from partners, PCD chose the perfect location to attract a truly impressive mix of industry professionals and it was an absolute pleasure to work with them."*

**Guernsey Finance, Co-Sponsor of PCD Hong Kong.**



*"It was a pleasure to partner with PCD for their first Asia-based event in Hong Kong, particularly with Asia playing a significant role for First Names Group. The evening was an excellent platform for networking with fellow private wealth professionals and sharing key industry insights. Great food, great wine to make for a fantastic evening."*

**First Names Group, Co-Sponsor of PCD Hong Kong.**

**View Hong Kong  
Event Gallery**



#### From Guests:

*"A great networking event ably put together by David and his team. The beautiful venue was an ideal location for making new connections and re-connecting with old friends and colleagues. It was a thoroughly enjoyable and worthwhile evening."*

**Yumei Zhang, Senior Wealth Director – Global Fiduciary Services, BNY Mellon Wealth Management in Hong Kong.**

*"I attended the PCD launch dinner in Hong Kong and found it to be a great networking event. David and the team ensured that the right people were put together on the tables and ensured that all guests were meeting as many people as possible, but in a relaxed professional environment. Very much looking forward to the next event!"*

**Neil West, Director, Hoffen West in London.**

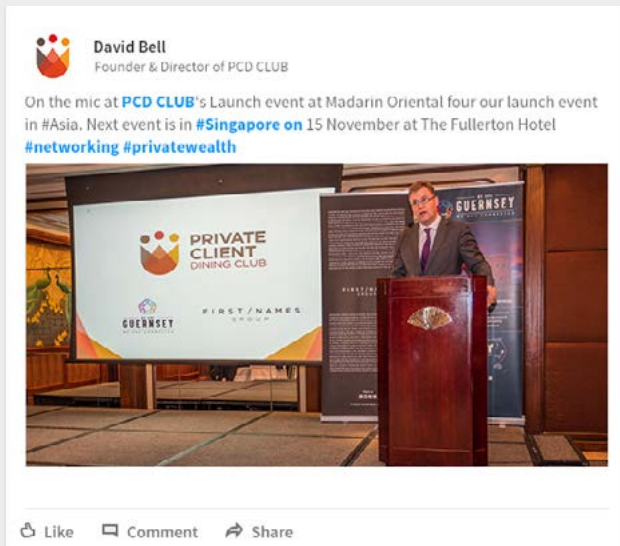
*"The first PCD Club dinner in Hong Kong was a top success. It was an ideal mix to network with local practitioners and international people as well. The choice of The Mandarin Oriental Hotel was great, the place is fantastic and very well situated. The atmosphere was very familiar, this helped very much to exchange views and great networking."*

**Cecile Civile Vuillier, Senior Wealth Planner & Trust Expert, Generations Cornerstone SA in Geneva.**



# ONLINE ENGAGEMENT YOU CAN EXPECT

## Example 1: Hong Kong



**6,409 total views** of your post in feed

### Views by Company

29 UBS  
25 Credit Suisse  
24 Equiom Group  
24 Julius Baer  
24 Zedra Group

### Views by Position

372 CEO / Executive Directors  
240 Salesperson  
186 Partners  
179 Lawyers  
128 Wealth Managers

### Views by Location

900 London, UK  
116 Geneva Area, Switzerland  
94 Zurich Area, Switzerland  
88 Edinburgh  
84 Jersey, UK



**4,996 total views** of your post in feed

### Views by Company

24 First Names Group  
22 Intertrust Group  
22 UBS  
21 Zedra Group  
20 Equiom Group

### Views by Position

342 CEO / Executive Directors  
253 Salesperson  
167 Partners  
127 Founders  
114 Lawyers

### Views by Location

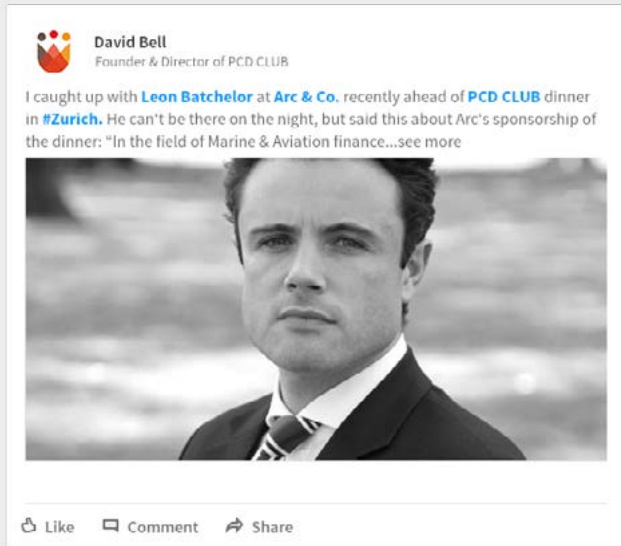
778 London, UK  
74 Jersey, UK  
64 Zurich Area, Switzerland  
57 Geneva Area, Switzerland  
55 Isle of Man, UK





# ONLINE ENGAGEMENT YOU CAN EXPECT

## Example 2: Zurich



**5,261 total views** of your post in feed

### Views by Company

28 UBS  
24 Julius Baer  
18 Credit Suisse  
17 Lombard Odier Group  
16 Equiom Group  
15 RBC Wealth Management  
15 Zedra Group  
15 Rawlinson & Hunter  
12 Intertrust Group

### Views by Position

331 CEO / Executive Directors  
290 Salesperson  
151 Partners  
140 Lawyers  
131 Founder  
118 Business / Corporate Strategist  
115 Wealth Managers  
104 Business Development Specialist

### Views by Location

1156 London, UK  
113 Zurich Area, Switzerland  
104 Geneva Area, Switzerland  
43 Isle of Man, UK  
39 Jersey, UK  
37 Manchester, UK  
31 Lausanne Area, Switzerland  
28 Edinburgh, UK  
25 Guildford, UK



**3,208 total views** of your post in feed

### Views by Company

51 Baker McKenzie  
25 UBS  
20 Credit Suisse  
18 Lombard Odier Group  
17 EY  
16 PWC  
15 Julius Baer  
14 Vistra  
4 New Quadrant Partners Limited

### Views by Position

185 CEO / Executive Directors  
178 Lawyers  
154 Partners  
137 Salesperson  
85 Business / Corporate Strategist  
77 Wealth Managers  
68 Business Development Specialist  
68 Founder

### Views by Location

580 London, UK  
226 Zurich Area, Switzerland  
138 Geneva Area, Switzerland  
37 Isle of Man, UK  
30 Greater New York City Area  
26 Jersey, UK  
23 Manchester, UK  
22 Lausanne Area, Switzerland  
20 Monaco Area