PCD Club

PARK HYATT, ZURICH

Tuesday 5 October 2021

SPONSORSHIP OPPORTUNITIES

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ABOUT PCD CLUB'S RETURN TO ZURICH

PCD Club is returning to Zurich on Tuesday 5th October 2021 at the prestigious Park Hyatt Hotel.

This will be our first live event in Switzerland 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. See gallery, guest list and video from our September 2019 event here.

We have the Gold sponsor confirmed as Finance Isle of Man and Cadell as a Silver, with two further sponsor slots remaining opening 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 Zurich 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. 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.

Space between tables will be maintained and the number of guest restricted to ensure that guests can feel comfortable.

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

OUR SPONSORSHIP PACKAGES

GOLD SPONSOR GBP 12,500
SOLD

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

Branding on event collateral, website mailing list and invites

3 tables of 8 guests to host professional contacts

Keynote speaking opportunities at the event

Photography & video from 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 sponsor line up.

Branding on event collateral, website mailing list and invites

2 tables of 8 guests to host professional contacts

Speaking opportunity at the event.

Photography & video from 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 & Silver sponsors.

Branding on event collateral, website mailing list and invites

Tables of 8 available to purchase.

Speaking opportunity at the event.

Photography & video from 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, contact David Bell.

Office: +44 1273 916651

Email: sponsors@pcd.club

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