

"You cannot solve a problem with the same mind that created it"
Albert Einstein

"In times of rapid change, experience could be your worst enemy."
John Paul Getty



Or, in other words,
sometimes you need a
fresh pair of eyes to
help your organisation
take the next step
...whatever that may be.



Fourpoints Management Ltd was founded in January 2011 by Vicky La Trobe, a strategic marketing specialist with nearly 20 years experience gained in the Hotel, Venue and Contract Catering industries. She says:

“In these challenging times, organisations have to embrace change in order to succeed. More than ever before, there is a need for short term support with creative problem solving, change and project management: a professional service that can be engaged to deliver specific results without the expense and complexity of long term employment. That’s where Fourpoints Management comes in.”



Why Fourpoints?

Fourpoints Management offers management and marketing consultancy services to the catering, hotel and venue industries or organisations. Working in both the private and public sectors, the name of the company reflects the four step approach we apply to every job:

RESEARCH

From understanding your organisation, to carrying out in depth research programmes, the starting point for making sure we know where you are and where you want to be.

ANALYSIS

Reviewing the facts in context.

RECOMMENDATION

Practical and achievable suggestions designed to meet and exceed your objectives.

DELIVERY

Where Fourpoints goes the extra step: delivering those objectives, on time and on budget.

Not every job requires all four steps and we would be happy to consider any enquiry from a one-off marketing audit through to a longer term strategic contract. Fees are negotiated on an individual basis and can be quoted as day rates or as a total project fee depending on preference.

If you think we can help you change the future of your organisation, or you would just like to find out more about what we do, why not contact us on:

01727 875 031 or **07787 408 350** or
email info@fourpoints-management.co.uk





Specialist services

A wide variety of specialist services are offered directly or through partners:

MARKETING

- Brand development and management
- Market research
- Market proposition development
- Strategic marketing planning and delivery
- Audit work
- Tactical campaign planning (all aspects of above and below the line work)
- E-commerce and web marketing
- Promotional activity (3rd party)
- Retail development
- Recruitment, team appraisal and development

COMMUNICATIONS

- PR strategy development
- Crisis management
- Copy writing
- Internal and external campaign planning and delivery
- Communications training

SALES SUPPORT

- Venue sales strategy development
- Exhibition services
- Sales training
- Bid writing support

PROJECT MANAGEMENT

- Recovery/turn around plans
- Technical project management (design and build)
- Opening, refurbishment and re-branding plans
- Risk management

AREAS OF EXPERTISE

- Hotels
- Conference and Events Venues
- Restaurants/cafes
- Contract Catering: Business and Industry, Higher Education and Off Shore sectors
- Franchise Organisations

About Vicky

CAREER HISTORY

Having started her management career in 1993 in Swallow Hotels, Vicky worked in operational and sales management before taking on her first senior marketing role for Choice Hotels Europe.

For the next 10 years, she worked in international marketing and branding roles for Choice Hotels and Millennium and Copthorne Hotels before taking up a position in 2008 as Marketing Director for the contract catering company ARAMARK.

She founded Fourpoints Management in January 2011. For further information about Vicky, her career and what people have said about her, why not look her up on LinkedIn?



What people say...

"Insightful, determined and business like - any project Vicky takes on is going to produce real progress and development."

Mike Moran,
Research Director,
Market Measures Ltd

"Vicky is professional, disciplined and efficient. Being a board level marketing professional, Vicky is a strategic thinker and has a wealth of experience to share. A high energy consultant, Vicky excels in motivating team members to deliver stretching targets. She does all of the above with a healthy dose of pragmatism and a great sense of humour! I look forward to working with Vicky again."

Bridget Boylan,
Programme Manager,
University of London

"An intelligent and personable individual with strong talents in research, applied and project management. Suffice to say, I would recommend her talents to anyone wishing to utilise marketing and management services with confidence."

Tony Potter,
Chief Executive Officer,
Corinthia Hotels International

"I am delighted to endorse Vicky as an excellent person to do business with. I have known Vicky over many years during which she has demonstrated a top ability in all areas but especially problem solving, product delivery, team building, leadership and marketing."

Peter Cashman,
Chief Operating Officer,
Choice Hotels Europe



fourpoints
management

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Fourpoints Management Ltd
Management consultancy services
for the hotel, catering and venue industries.

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07787 408350