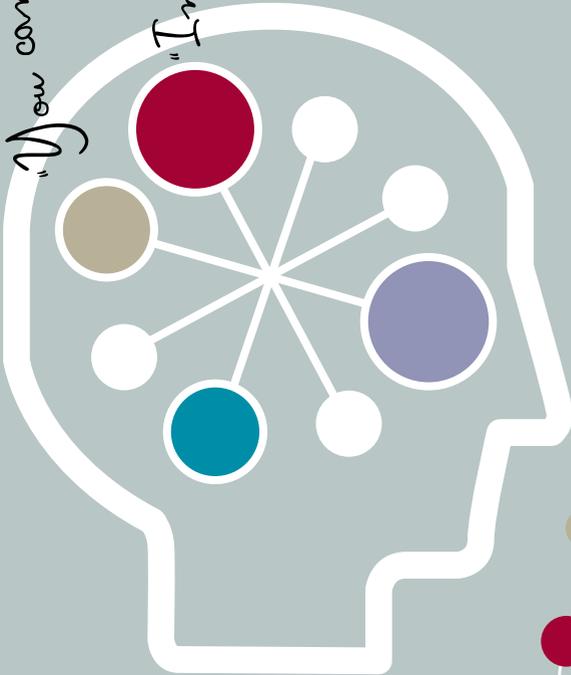


"You cannot solve a problem with the same mind that created it"
Albert Einstein

"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 over 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, hospitality and leisure 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:

Not every job requires all four steps and we are very 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.

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.

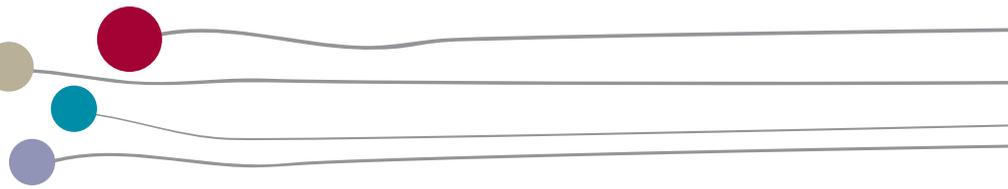
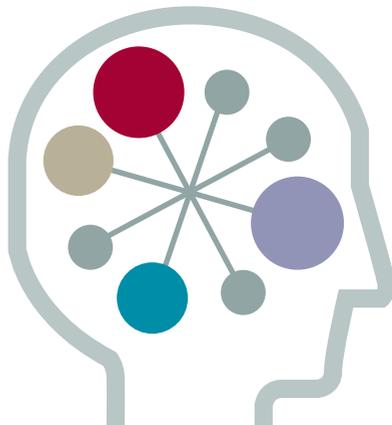
RECOMMENDATION

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.

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:
t: **07787 408 350** or
e: v.latrobe@fourpoints-management.co.uk



Services Offered

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

MARKETING

- Brand development and management
- Market research
- Customer led proposition development
- Strategic marketing planning and delivery
- Audit work
- Tactical campaign/channel planning
- Digital, social media and web marketing
- Promotional activity (3rd party)
- Retail development
- Recruitment, team appraisal and development

PROJECT MANAGEMENT

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

COMMUNICATIONS

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

SALES SUPPORT

- Venue sales/commercial strategy development
- Exhibition services
- Sales training
- Bid management and writing

AREAS OF EXPERTISE

- Hotels
- Conference and Events Venues
- Restaurants/cafes
- Contract Catering: Business and Industry, Higher Education, Defence and Off Shore sectors
- Local Government - Tourism and Leisure
- 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 and since then has worked with universities to help them create successful commercial marketing strategies. She has worked as a trainer for University Hospitality Seminars and with major catering companies, to develop her signature, intelligence led customer propositions. She has gained substantial experience of working with local government to develop and promote leisure and tourism strategies and together with a range of trusted associates, of delivering innovative, multi-channel brand and communications plans.

What clients say about Fourpoints Management:

"As part of the senior team Vicky was a critically important leader in the development of our proposals, culture and underpinning vision and values. Having helped create and mobilise a new company with circa 4,000 employees and revenues of over £100M per annum, I would have no hesitation in recommending Vicky to you in any capacity you may consider!"

Neil Shroeder,

Managing Director, Aramark Defence Services

"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

"Great design and delivery of marketing courses to meet the identified needs. Great attention to detail and engaging delivery."

David McKown,

Head of Training and Quality, Accommodation & Commercial Services at the University of Sheffield

"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 Executive Officer, Focus Hotels

"Vicky is a consummate professional, focussed on customer needs. She is also a delightful person to know and work with. Her solutions are creative, innovative and sensitive to cultural and legacy interests. Among her many attributes, she is skilled in project management, organisational change and team building and I have no hesitation in recommending her."

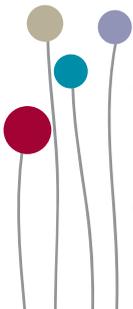
Chris Cobb,

Chief Operating Officer and University Secretary, University of London

As the Chair of St Albans Visitor Partnership, Vicky led the development of the St Albans visitor brand from initial stakeholder workshops through to full delivery, as well as representing St Albans as a board member of the Visit Herts Destination Management Organisation. We thank her for her valuable support.

Maria Cutler,

Principal Policy and Economic Development Officer, St Albans City & District Council



fourpoints
management Ltd

Management consultancy services for the catering, hospitality and leisure industries.

Company number: 7462568 VAT reg: 103980722

Fourpoints Management Ltd.

36 Pyrton Lane, Watlington, OX49 5LX.

Mobile: 07787 408 350

email: v.latrobe@fourpoints-management.co.uk

www.fourpoints-management.co.uk



[Linkedin.com/in/Vicky-latrobe-50601027](https://www.linkedin.com/in/Vicky-latrobe-50601027)

[LatrobeV](#)