



Speaker Profile: Philip Dennett

Philip is an accomplished marketer, consultant, trainer, and author. He has held senior positions in advertising, both in account direction and creative roles; and in publishing as Australian Sales & Marketing Director for Adis International Ltd, Group Marketing Manager for Scholastic Australia, and Marketing Director at Tenderlink.com. Developing his passion for training, Philip took on the role of Chief Executive Officer of the Business Advisory Service in Western Sydney where he was responsible for managing and developing training programs for entrepreneurs and small to medium business owners. He has also lectured at a university in the Middle East and consulted for a number of blue chip companies.

Philip's practical experience is backed up by a postgraduate Diploma in Business Marketing, and a Masters Degree in Management. He is also the author of 3 books: Customer Savvy; Sales Fit; and Developing an Entrepreneurial Skillset.

Events

Date	Event	Title
2004	University of Auckland Short Courses	Customer Relationship Management
2004	Direct Marketing Association – 1 day workshop	Customer Relationship Management
2004	Direct Marketing Association Seminar	Copy is King
2006	Youth Marketing Summit Singapore & Sydney	Marketing to kids: triggers and design cues
2007	Business Advisory Service	Guerilla Marketing workshop
2009	Local Government Procurement conference	Subjective Pitfalls – traps for the unwary
2009	How to win Public Tenders conference	Chairman and speaker
2009	Ballarat City Council Supplier conference	Winning tenders
2009	CIPSA Public Sector Procurement Forum	Improving tender outcomes through e-tendering
2010	Local Government Procurement conference	Tendering: a suppliers perspective
2010	Rapid Solutions conference	Improving Outcomes through risk identification
2010	Xstrata Mining Supplier conference	Winning tenders
2011	Business Summit – Tamworth	10 Tips for writing a better proposal
2008-11	Tendering for Success – Tenderlink.com	Shortlist Strategies That Work