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## Philip Dennett Speaker Profile

Philip is an accomplished marketer, consultant, trainer, and author. He has held senior positions in advertising as a creative director and in publishing as Australian Sales & Marketing Director for Adis International Ltd and Group Marketing Manager for Scholastic Australia. 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.

Philip has lectured in business in the middle east and currently teaches at Charles Darwin University in Sydney. He also runs his own consulting company, Mulga Partners Pty Ltd where his prime focus is on developing and presenting seminars and workshops for corporate clients.

Philip's practical experience is backed up by a postgraduate Diploma in Business Marketing, and a Masters Degree in Management.

### Publications

Customer Savvy ISBN: 0 9758433 0 3

Sales Fit ISBN: 9780975843314

Building an Entrepreneurial Skillset ISBN: 9780975843321

How to Win More Tenders ISBN: 9780975843338

### Speaking engagements

University of Auckland Short Courses	Customer Relationship Management
Direct Marketing Association – 1 day workshop	Customer Relationship Management
Direct Marketing Association Seminar	Copy is King
Youth Marketing Summit Singapore & Sydney	Marketing to kids: triggers and design cues
Business Advisory Service	Guerilla Marketing workshop
Australian College of Kuwait	Business Planning
Local Government Procurement conference	Subjective Pitfalls – traps for the unwary
How to win Public Tenders conference	Chairman and speaker
Ballarat City Council Supplier conference	Winning tenders
CIPSA Public Sector Procurement Forum	Improving tender outcomes through e-tendering

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Local Government Procurement conference	Tendering: a suppliers perspective
Rapid Solutions conference	Improving Outcomes through risk identification
Xstrata Mining Supplier conference	Winning tenders
Business Summit – Tamworth	10 Tips for writing a better proposal
Macquarie Education Group – Professional Development conference	Persuasive Bargaining
Think Water Conference	Proposal writing
Tendering for Success program – Fairfax Media	Shortlist Strategies That Work

## Contact Details

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