

DENNIS CORPORATION CONTINUES TO SUPPORT SMALL BUSINESSES IN CONJUNCTION WITH SCDOT

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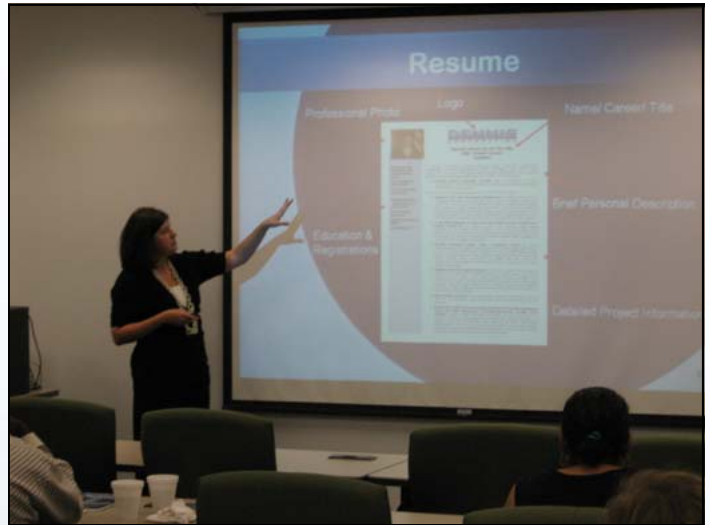
Columbia, SC - The South Carolina Department of Transportation's (SCDOT) Business Development Academy (BDA) recently hosted a training seminar titled "Developing Effective Marketing Tools." BDA members around the state gathered at SCDOT headquarters in Columbia, SC on July 25th and 29th to participate in the class.

Presenting for Dennis Corporation at the workshop was previous Director of Marketing and current Marketing Advisor, Ms. Kelly Tam. The goal of this seminar was to provide the Academy members an overview of the types of marketing and the essential marketing tools for the construction and engineering communities.

During her presentation, Ms. Tam detailed Dennis Corporation's experience in developing effective marketing strategies and implementing a marketing plan. Given the lack of attention that many small businesses give to marketing, Tam illustrated how marketing is an essential practice in their daily business activities which can be done in a cost efficient manner.

After the presentation, Ms. Tam also worked individually with each of the participating firms to assess their marketing needs and to offer marketing strategy advice. This one-on-one interaction was beneficial as it gave a chance for the firms to gain personalized attention to each of their needs.

Since its inception in 2005, Dennis Corporation has contributed time and resources to educating individuals and firms about engineering and marketing practices. Working with the BDA further illustrates Dennis Corporation's commitment to helping Disadvantaged Business Enterprise (DBE) firms obtain work in today's competitive market.



Dennis Corporation Marketing Advisor, Ms. Kelly Tam, explains the important aspects of a resume to firms participating in the BDA seminar.

Dennis Corporation is a South Carolina licensed civil engineering, surveying and construction management firm. Dennis Corporation's over 90 professionals' specific fields of expertise include civil infrastructure, construction management, construction services, expert witness services, program management, intelligent transportation systems, special projects, surveying, traffic engineering and transportation engineering.

Contact:

Monica Scott

Director of Marketing
5000 Thurmond Mall, Suite 114
Columbia, South Carolina 29201
Office: (803) 252-0991
mScott@denniscorporation.com