



DR. CHERYL WHITE  
ORGANIZATIONAL LEADERSHIP | CONFLICT  
RESOLUTION / MEDIATION

## ADDRESS

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3800 Inverrary Blvd., Ste. 307  
Ft. Lauderdale, FL 33319  
Email:  
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Telephone: 954-870-5912

## WE NEED YOUR HELP!

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This questionnaire is designed to help Dr. White fine tune her presentation to meet the needs of your group. Feel free to skip over any questions which either would be redundant or irrelevant due to the nature of your event. We want to do our part to make your upcoming event the best.

Once completed, scan and email to **Dr. Cheryl White International, Inc.:**

**[drcherylwhiteinternational@gmail.com](mailto:drcherylwhiteinternational@gmail.com)**

If you have any additional questions, please call (954) 870-5912

### General Company Information:

Complete Official Company/Association Name:

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Another name or acronym the company/group is referred by:

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Mailing Address:

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Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Company Slogan: \_\_\_\_\_

**Presentation/Program Specifics and Objectives:**

Conference/Program Theme: \_\_\_\_\_

Specific Presentation Title: \_\_\_\_\_

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_

For training sessions: When do you prefer the breaks to occur:

\_\_\_\_\_

What is on the program just before Dr. White speaks? \_\_\_\_\_

What happens on the program right after she speaks? \_\_\_\_\_

Specific purpose of this meeting (awards banquet, annual meeting, etc.) \_\_\_\_\_

Specific objectives for Dr. White's presentation? \_\_\_\_\_

\_\_\_\_\_

What would make Dr. White's presentation really "special" for your group? \_\_\_\_\_

\_\_\_\_\_

What needs to happen as a result of Dr. White's participation for you to achieve success?

(Please be as specific as possible) \_\_\_\_\_

\_\_\_\_\_

Sensitive issues that should be avoided? \_\_\_\_\_

\_\_\_\_\_

**Attendee/Audience**

Number attending? \_\_\_\_ %male \_\_\_\_ %female \_\_\_\_

Spouses attending? Y \_\_ N \_\_ Age range \_\_\_\_

Average annual income \_\_\_\_\_ Income range \_\_\_\_\_

Educational Background: \_\_\_\_\_

Major job responsibilities of audience: \_\_\_\_\_

\_\_\_\_\_

Rank in order of importance: Entertainment, Motivation, content

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Average length of employment/association with company or group? \_\_\_\_\_

Circle one: Are attendees there voluntarily or is it mandatory? \_\_\_\_\_

If mandatory, how receptive are the attendees to this program? \_\_\_\_\_

Will the attendees have to pay individually or is it a company/association sponsored event? \_\_\_\_\_

Dress code for attendees? \_\_\_\_\_ Usual dress: \_\_\_\_\_

Other relevant issues: \_\_\_\_\_

### Background

Who are the other speakers on the program?

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

Speaker \_\_\_\_\_ Topic \_\_\_\_\_

What speakers have you used in the past that covered topics related to what Dr. White will be presenting for you?

Speaker \_\_\_\_\_

Speaker \_\_\_\_\_

Speaker \_\_\_\_\_

What did you like and/or dislike? \_\_\_\_\_

\_\_\_\_\_

Name the key executives that will be in Dr. White's audience. With your permission,

Dr. White will like to contact them for more research information on your group.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

**Details about your Audience**

Recent Achievements? \_\_\_\_\_

\_\_\_\_\_

Problems/Challenges? \_\_\_\_\_

\_\_\_\_\_

Breakthroughs? \_\_\_\_\_

\_\_\_\_\_

What separates your high-performance people from others? \_\_\_\_\_

\_\_\_\_\_

**Details about your Organization**

Recent Achievements? \_\_\_\_\_

\_\_\_\_\_

Problems/Challenges? \_\_\_\_\_

\_\_\_\_\_

Breakthroughs? \_\_\_\_\_

\_\_\_\_\_

Significant Events? Mergers? Relocations? Awards \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Details About Your Industry

Recent Achievements? \_\_\_\_\_

\_\_\_\_\_

Problems/Challenges? \_\_\_\_\_

\_\_\_\_\_

Breakthroughs? \_\_\_\_\_

\_\_\_\_\_

## Logistics

Introducer's Name? \_\_\_\_\_ Title \_\_\_\_\_

\* Note: An introduction will be provided upon request. Dr. White's standard introduction is provided as an Addendum to this questionnaire.

Is there any publicity work Dr. White can do for you while she is at your event? Please let us know in advance so we can arrange travel.

Will the event be audio taped? Y N Will the event be videotaped? Y N  
(Remember, we will need to give permission to do so)

If you wish, Dr. White can make his educational material available to your audience, so that they may continue the learning process. This can be done one of two ways.

- A. Group purchase in advance for each attendee, at wholesale price.
- B. Materials made available at the back of the room after the event.

If you checked option B, please make sure that:

- Nothing will be on the program following Dr. White's presentation for at least 20 minutes.
- A table will be made available for materials by the exit door or just outside the room.
- Someone from your organization will be available to assist with sales. We will provide all necessary materials.

## Travel Information

Best airport to arrive at? \_\_\_\_\_ Recommended/Event Hotel? \_\_\_\_\_

Address: \_\_\_\_\_ Phone \_\_\_\_\_

How will Dr. White be transported from the airport to the hotel? \_\_\_\_\_

If picked up, company/contact name \_\_\_\_\_

Venue Name (if different from hotel) \_\_\_\_\_

Address: \_\_\_\_\_ Phone \_\_\_\_\_

Location at the site, room, etc.? \_\_\_\_\_

Emergency Contact(s): (list more than one if necessary)

Name: \_\_\_\_\_ Bus. Phone \_\_\_\_\_

Home: \_\_\_\_\_ Cell: \_\_\_\_\_

**Completed by:**

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you again for this opportunity to serve you.**



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### **Addendum for Day Of Materials**

Below are instructions we like to incorporate into Dr. Cheryl White's program. The first is our intro video which should be played prior to her coming on the stage.

#### **A/V Preference:**

1. Wireless clip-on microphone
2. Plenty of Stage Room
3. Theatre style seating—Full house lights

Dr. White has discovered some ideas for room set up that will add to the quality of any meeting when applied. Positive, enthusiastic responses from the audience can be enhanced by using some of these room setup principles. Keep in mind, Dr. White does not require you to do any of these. We are adding them here for whatever value they may be to you, the meeting planner. Any questions, please contact Dr. White or her assistant, Ms. Tucker at (954) 709-3411.

1. Use your own speaker sound system, rather than the speakers in the room ceiling. You will get much higher quality sound.
2. Stage size: suggested minimum—16 feet deep and 18 feet long with no podium.
3. Use speakers in the front, middle and rear of the audience.
4. If recording, put microphone in the audience to pick up audience response.
5. Use additional light sources for presenter. Studies have proven that when the presenter is illuminated more than the audience, listeners can hear better and are less distracted.
6. Keep the front row as close to the stage as is possibly comfortable, six feet away where possible.
7. Do not over set the room. If you are planning on 200 people, set the room for 200 (or less), not 250. It is better to have every seat taken than large empty spots throughout the audience and an empty front row.
8. If the room is rectangular, set the stage area in the middle of the long wall not on the short end. It is better to have an audience wide than deep.
9. Ask attendees to turn off cell phones and other possible alarms before beginning.
10. Use a dark backdrop—the face of the presenter is accentuated against it.
11. Use music in your program.
12. Use image magnification where appropriate.