

Greg Anderson

*Best-Selling Author, Motivational Speaker
and 25 Year Cancer Survivor*

Keynote & Speaking Engagement Media Kit



**CANCER
RECOVERY**
FOUNDATION INTERNATIONAL

Conquering cancer through hope and healing

About Greg Anderson

Greg Anderson is the founder of Cancer Recovery Foundation International, a global affiliation of national organizations whose mission is to help all people prevent and survive cancer.



Cancer Recovery Foundation is the global leader in “integrated cancer care.” Its works focus on direct non-medical services to cancer patients and family members.

The Foundation has established affiliates in the United States, Canada, the United Kingdom, Germany, France and Australia.

Greg Anderson is a twenty-four year survivor of stage IV lung cancer. His surgeons gave him just 30 days to live.

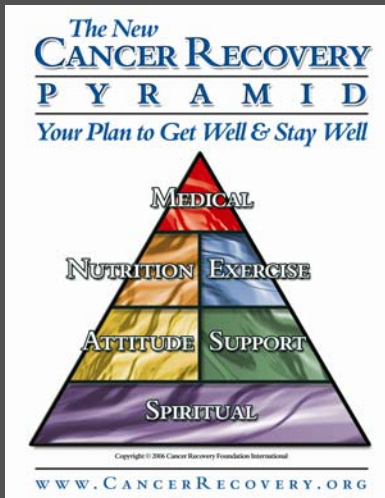
Refusing to accept the hopelessness of this prognosis, he went searching for people who had lived even though their doctors had told them they were “terminal.”

His findings from interviews with over 16,000 cancer survivors form the strategies and action points for what has become an international cancer recovery movement.

Anderson is widely recognized as one of the world’s leading wellness authorities. He is the author of ten books including the inspirational classic, *The Cancer Conqueror*, and *Cancer: 50 Essential Things to Do*. His latest book, *Cancer and the Lord’s Prayer*, explores the integration of faith-health principles in the recovery process. Greg’s writings have been translated into 31 languages.

More information at www.CancerRecovery.org.

Keynote Presentations & Community Events



The 22 (Non-Negotiable) Laws of Wellness

Greg's award-winning wellness presentation applauded internationally by over 200 corporate clients. Based on his *Publisher's Weekly* best-selling book of the same title, participants leave equipped to make work and life a happy, healthy and high-productive adventure. Includes the free guidebook *Create Wellness* for each participant. This program can be used as the basis for a corporate wellness program that will help reduce healthcare costs.

The Sally Effect: Revolutionizing Healthcare One Person at a Time

Train your healthcare team on the principles of Sally, the hospital gift shop volunteer who changed an entire organization's focus from being in the business of "medicine" to being in the business of "people." Participants leave focused on self-mastery, understanding people, implementing persuasive communications, and giving service to others. If you are frustrated by indifferent or negative staff attitudes, this extraordinarily powerful program is for you.

Keynote Presentations & Community Events (con't)

Cancer: 50 Essential Things to Do

Greg's classic best-selling "cancer survival plan" brought to life. This message has helped literally millions of cancer patients take an active role in restoring their health and well-being. For nearly twenty years, this timeless message has helped define "integrated cancer care." Patients and family members leave educated, empowered and encouraged to embrace the highly-effective combination of medical care, nutrition, exercise, positive attitude and a vibrant faith. Perfect for survivor celebrations.

The Faith & Health Connection: Lord's Prayer Project

Greg's shares his pioneering work on the spiritual dimensions of health and healing. Participants review the results of scientific research into this phenomenon. They are also challenged by the rigorously-documented cases of survival from overwhelming odds. Content includes the role of beliefs, forgiveness, and spiritual connection. Greg shares extensively from his own journey of survival from a 30-day-to-live stage IV lung cancer diagnosis. A time of quiet prayer for healing is an optional part of this presentation. Interest in this subject is rapidly growing. This is currently one of Greg's most in-demand public programs and draws participants from a wide spectrum of faith practices.

Town Hall Meeting: Patients First--The Real Healthcare Revolution

Greg personally directs this exceedingly powerful program to influence public awareness and build positive opinions of your organization and its services. Mobilizing healthcare experts from your organization as well as the community you serve, the program features your satisfied patients and their family members. This is a media-savvy participatory public event designed to raise and enhance your organization's image. Focus includes disease prevention, living "well," realistic expectations for both patients and providers, and a community survey to determine what patients want and seek in their local healthcare services. This presentation promises to position your organization as the market leader in listening to patient and community needs. (Note: *Patients First* requires six-months lead time and extensive staff participation.)

Meeting Needs & Set-up Requirements

Meeting the following requirements will help to insure the world-class presentation you seek and your guests deserve:

AUDIO/VIDEO REQUIREMENTS

Podium positioned at stage right.

Wireless lavalier microphone.

Laptop/PC connected to digital projector with wireless remote. Largest screen size appropriate to meeting room positioned at center stage.

Easel/flip chart with one (1) new extra-wide tip blue marker positioned stage left.

Full stage lights.

ROOM SET-UP

Please configure the meeting room as close as possible to the following requirements:

The distance from the first row of seats/tables to the stage should be no more than 10 feet.

The ideal stage/riser height for audiences of up to 200 people is 12"; for audiences of more than 200 people, 24" in height is appropriate.

Video screens not being used should be raised during Greg's presentation.

"I am a high-intensity speaker who utilizes movement to connect with my audience. I like to move occasionally I move into the audience. Please take this into consideration when considering stage set and audio logistics."

--Greg Anderson

BOOK TABLE

Greg will make himself available for one hour immediately following his presentation to greet your guests and autograph products. Three draped tables, three chairs and three volunteers are needed to assist.

If you have questions on these requirements, please email ganderson@cancerrecovery.org or call (717) 545-7600.

Speaking & Appearance Fee Schedule

(Effective January 1, 2008)

Location	Length (Hours) *	Fee (USD)	Expenses
North America - Weekdays	1	\$5,000	All fees are plus 1st-class airfare, lodging, meals and incidentals.
North America - Weekends	1	\$7,500	
South America, Europe, Africa, Mid-East, and Asia-Pacific **	1	\$10,000	

* Please call for custom pricing for programs 1-3 hours in length.

** Multi-night lodging required.

PLEASE NOTE

No tobacco: Greg speaks only at venues that have a no smoking policy.

Evening speeches: Greg does not give after-dinner speeches where alcohol is served.

Videotaping fee: Add 50% of speaking fee (Greg receives the master).

Audio taping fee: Add 25% of speaking fee (Greg receives the master).

Worship services: Greg does not charge for speaking at worship services.

MY COMMITMENT TO YOU: CHANGED LIVES

Most professional speakers have fees between \$2500 and \$10,000 (plus travel expenses). That's for a one-hour keynote or after dinner speech. That may seem an extremely high hourly rate compared to other professions.

But the value of a world-class speaker does not come from his/her time on the stage. The value comes from the long-term impact on the audience. Great speakers have the ability to permanently change thinking and behavior in a very short period of time. This is such a rare and important skill that it actually makes the speaking fee a bargain.

Even if a fraction of the audience takes away just one powerful actionable idea, the cumulative impact easily provides enough value that the speaking fee is recouped many times over. In short, a talented speaker changes lives. That is my commitment to you.

-Greg Anderson

Contact Information

To Book Greg Anderson for your next speaking engagement contact:

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Thought leaders in “patient first” healthcare
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For All Media & Press Related Inquiries please contact:

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