



2026 Annual Meeting Platinum Sponsorship WORKSHOP BEST PRACTICES

Based on feedback from previous sponsor workshops, CHEAC has developed a set of best practices for sponsors interested in hosting a workshop. This guide aims to enhance attendee interest and engagement at the CHEAC Annual Meeting.

Interactivity: Workshops that encouraged audience participation received higher ratings from attendees. Sponsors should consider incorporating activities such as icebreakers, live polling, surveys, trivia, interactive Q&A sessions, and hands-on demos. Offering small prizes to encourage active participation can also help maintain engagement throughout the session.

Local Health Department Examples: Attendees responded more positively to workshops that included local health departments sharing their experiences with the sponsor's product/service. They appreciated hearing about the successes and challenges local departments faced when implementing these products/services. Providing a listing of other local health departments using the product/service can also be a valuable reference for attendees.

Understanding Local Health Department Programs and Services: Workshops where presenters demonstrated an understanding of local health department programs and services received better ratings. When presenters focused solely on the features of their product/service without explaining how they specifically supported the work of local health departments, attendees were less engaged. Sponsors should ensure they can articulate how their product or service addresses the unique needs of local health departments to foster more meaningful connections.

Avoid the Sales Pitch: Workshops that focused on providing valuable education and practical solutions were highly appreciated by attendees, compared to workshops that centered around a sales pitch. Attendees value presenters who understand the product and services being discussed and can provide relevant examples of how these resources support end-users. Workshops that focused on providing industry insights, practical applications, and unique perspectives were rated more highly.

Visuals and Handouts: Providing slides and handouts that attendees can take back to their jurisdiction is essential. However, these materials should not be overwhelming. Instead, they should offer a high-level summary of the workshop content that attendees can easily reference later. This ensures the information remains accessible and valuable long after the session has ended.