

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Employee Certification Helps Target Government Meetings

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Region now has a competitive edge when it comes to attracting and hosting government meetings and events. RACVB Meeting Sales Manager Jaki Berggren is one of only 222 people nationwide to earn the Certified Government Meeting Professional (CGMP) designation.

The CGMP is the first certification that focuses specifically on the field of government meeting planning, encompassing federal, state and local agencies. In addition to general topics like site selection and risk management, the course also covers government-specific topics like VIP and government protocols, government ethics, and federal rules and regulations. Obtaining the CGMP designation identifies the holder as someone with a higher level of knowledge and expertise in planning and executing government meetings.

“Government meeting planners deal with rules and regulations that are very different from traditional meetings,” said Berggren. “The CGMP designation shows these planners that I’m familiar and comfortable with the strict procedures and protocols they have to follow, which means they will be more likely to select the Rockford Region for their next meeting or event.”

Berggren was the only CVB representative in her class of 37 people. The remainder of the class consisted of government meeting planners and hotel employees.

To qualify for the course, attendees must be members of the Society of Government Meeting Professionals (SGMP) for a minimum of six months. SGMP is the only organization that focuses exclusively on the needs of government meeting planners. The certification process includes three full days of intensive training, followed by a comprehensive two-hour test. Recertification is needed every three years.

The RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB generates positive economic impact for our community through investments in tourism.

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FOR MORE INFORMATION:

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