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DUPAGE CONVENTION & VISITORS BUREAU SALES LEADER ACHIEVES ESTEEMED INDUSTRY CERTIFICATION

Sonja Knowles, Senior Market Manager, Receives Certified Faith-Based Meeting Professional Designation at Religious Conference Management Association Meeting

OAK BROOK, IL — Beth Marchetti, Executive Director of the DuPage Convention & Visitors Bureau (DuPage CVB) today announced Sonja Knowles, Senior Market Manager has achieved the esteemed Faith-Based Meeting Professional certification (CFMP). Knowles, who is among the first class of CFMP graduates was recognized and celebrated during Emerge 2020, the Religious Conference Management Association's World Conference, in Irving, TX. Knowles is now the only credentialed faith-based expert in DuPage.

The CFMP designation certifies Knowles has successfully completed eight required courses and tests that provide critical understanding of topics associated with event planning and management. Key areas in which Knowles exhibits proficiency include denomination intelligence, risk management, safety and security, best practices and onsite operations. As Senior Market Manager, Knowles works with multiple markets, including corporate, education, not-for-profit and third-party organizations to build new relationships and increase revenue and production for DuPage.

"Sonja's knowledge of and ability to source DuPage's two million square feet of meetings and event space for the religious, military and professional fraternal markets delivers a significant impact for DuPage communities," said Marchetti. "These are important markets for our industry and Sonja continues to successfully target and service these clients. We are absolutely thrilled about her most recent industry certification."

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Photo Caption: Sonja Knowles, Senior Market Manager

ABOUT THE DUPAGE CONVENTION & VISITORS BUREAU

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage County, Illinois' second largest County comprised of 38 communities. The DCVB works in partnership with community business and civic leaders to maximize travel and tourism opportunities which ultimately contribute to the economic vitality of the County and its residents. For more information, visit www.DiscoverDuPage.com.