

INAUGURAL MEETING PLANNER APPRECIATION MONTH BEGINS TODAY

Prevue Meetings + Incentives and presenting sponsor Caesars Entertainment Meetings & Events invite the global industry to #ThankAPlanner throughout September

MIAMI, FL, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- Today marks the beginning of the inaugural [Meeting Planner Appreciation Month](#), a new global initiative dedicated to recognizing and celebrating the meeting and incentive professionals whose work connects people, strengthens organizations and creates meaningful economic impact in destinations around the world.

Spearheaded by [Prevue Meetings + Incentives](#), published by Worth International Media, in collaboration with industry partners and presenting sponsor [Caesars Entertainment Meetings & Events](#), the month-long observance invites the meetings, incentives, conventions, exhibitions, hospitality, travel and tourism communities to turn appreciation into action throughout September.



Meeting Planner Appreciation Month - September 2026



Prevue Meetings + Incentives logo

Joining Caesars Entertainment Meetings & Events in supporting the inaugural Meeting Planner Appreciation Month are Gold Sponsors Visit Orlando, Hilton Incentive Collaborative and New Orleans & Company, as well as Silver Sponsors Riverside Luxury Cruises, Meliá Hotels International and Destination DC. The initiative is also supported by partners including SITE

Florida & Caribbean and TUMI.

"Meeting and incentive planners spend their careers creating experiences that connect people, strengthen organizations and move industries forward, often while working behind the scenes," said Laurel Herman, President and Editorial Director of Worth International Media, publisher of Prevue Meetings + Incentives.

"Meeting Planner Appreciation Month is an opportunity for our global industry to come together and give

these extraordinary professionals the recognition they deserve, while establishing a tradition we hope will continue for generations."



"Planners have an incredible ability to bring people together, create connection and turn an idea into an experience that people remember long after the meeting ends," said Reina Herschdorfer, Director of Marketing, National Meetings & Events, Caesars Entertainment. "At Caesars Entertainment, we are fortunate to work alongside these talented professionals every day, and we understand the passion, creativity and countless hours that go into making their events successful. Meeting Planner Appreciation Month is a wonderful opportunity for our entire industry to pause and recognize the people who make so much of what we do possible. We are honored to be the presenting sponsor and proud to help make this inaugural celebration one that planners will remember. They bring the world together all year long. Now it's our turn to celebrate them."

Today's meeting and incentive planners do far more than coordinate events. They are strategists, negotiators, marketers, experience designers, problem-solvers and innovators whose work influences organizational success, attendee experience and the communities and destinations their events touch.

Throughout September, industry organizations are encouraged to make the celebration their own: recognize a planner or internal planning team, share the story of someone whose work has made a difference, host an appreciation event, offer professional development opportunities, spotlight planners across social media or simply take the time to say thank you.

The initiative will also feature thank-you videos, planner recognition opportunities, the inaugural Meeting Planner Appreciation Month Yearbook, giveaways and voting for Prevue's 2026 Planner of the Year, who will be announced at IMEX America in October.

The initiative was officially unveiled in August during The Next-Gen Experience Summit at Caesars New Orleans, where Prevue and Caesars Entertainment invited the industry to help

establish the observance as an annual tradition.

"This initiative may have been spearheaded by Prevue, but Meeting Planner Appreciation Month was never intended to belong to us," said Lisa Simundson, Editor of Prevue Meetings + Incentives. "It belongs to every planner, destination, hotel, venue, supplier, association and organization that understands the extraordinary value these professionals bring to our industry and our world. Our hope is simple: that every September becomes a time when our industry comes together to celebrate them."

One Month. One Industry. Countless Ways to Say Thank You.

Organizations and individuals around the world can visit MeetingPlannerAppreciationMonth.com for participation ideas, downloadable materials and social media resources. Participants are encouraged to share how they are celebrating throughout September using #ThankAPlanner, helping create a visible global expression of appreciation for the people behind the meetings.

There will only ever be one inaugural Meeting Planner Appreciation Month. Prevue Meetings + Incentives and Caesars Entertainment Meetings & Events invite the global industry to help make the first one count.

For years, planners have brought the world together. This September, let's come together for them.

ABOUT PREVUE MEETINGS + INCENTIVES

For nearly two decades, Prevue Meetings + Incentives, published by Worth International Media, has served as a trusted resource for meeting and incentive professionals, delivering destination insights, industry news, educational content, research, thought leadership and live experiences that help planners stay ahead in an ever-evolving industry. Rooted in Worth International Media's corporate mission of A World Connected, Prevue is committed to fostering meaningful connections, advancing the meetings and incentives industry and championing the professionals who bring people together. For more information about Prevue Meetings + Incentives, please visit <https://www.prevuemeetings.com>.

ABOUT CAESARS ENTERTAINMENT MEETINGS & EVENTS

The largest casino entertainment company in the U.S., Caesars Entertainment, Inc. offers meeting and event planners one dedicated team, united nationwide, committed to providing the most successful meeting experiences possible. With one call or email, planners have access to more than 50 properties, with more than 2.1 million square feet of meeting space and more than 50,000 guest rooms. Planners can mix and match properties and venues within a destination under a single contract and minimum. Caesars Rewards Meeting Diamond Program provides elite perks, rewards, and privileges. For more information, please visit <http://www.CaesarsMeansBusiness.com>.

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