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Carlson Marketing Names AGENDA: Kansas City its Preferred DMC Partner in Kansas City

Mission, Kan. (March 24, 2008) – AGENDA: Kansas City has been named by Carlson Marketing as its official, designated, preferred Destination Management Company (DMC) in Kansas City.

Carlson Marketing is a global marketing services agency specializing in meetings, events and brand loyalty programs supported by six core capabilities: Strategy & Planning; Creative, Interactive & Media; Incentive & Event Management; Award Services; Technology Services; and Decision Sciences. The agency employs 2,500 marketing professionals in 44 cities across 15 countries. It has its roots in the Gold Bond Stamp company launched in 1938 by company founder and industry icon Curt Carlson.

Carlson Marketing is part of Carlson, a global group of integrated companies providing hotel, marketing, restaurant and travel services directly to consumers, corporations and government entities. Carlson brands include Radisson, Country Inns and Suites by Carlson, T.G.I. Friday's, and Carlson Wagonlit Travel.

AGENDA: Kansas City is a full service Destination Management Company that has provided event production, tour and ground transportation services to organizations in the Kansas City metro area since 1989. AGENDA: USA is the chauffeured transportation division of AGENDA: Kansas City. The company is celebrating its 20th anniversary in 2009. More information about AGENDA: Kansas City and AGENDA: USA can be found at www.AGENDAKansasCity.com.

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