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## Event Architects Adopts Agency Model, Changes Name

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Local experiential marketing firm Event Architects adopted an agency model this week, and changed its name to [AgencyEA](#). The company also unveiled a new [Web site](#), which showcases its past work for high-profile clients that include [GE Healthcare](#), Oprah Winfrey's Harpo Productions, the Obama administration, and [Boeing](#).

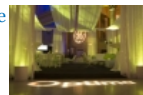
"As we anticipated the evolving needs of our clients, we recognized it was imperative for us to develop an agency model," said AgencyEA founder and C.E.O. Fergus Rooney. "The new name is a reflection of who we've become in the past two years and represents the expanded capabilities and expertise we offer our clients."

The expansion includes a new creative services department and two executive-level positions: Rick Weber will be vice president of client services, and Jon Kirsch will be director of production services.

—*Jenny Berg*

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