

A banner with a colorful geometric background of pink, purple, and orange triangles. In the center is a white rectangular box with a blue border. Inside the box, the text reads: "2017 ENGAGE AWARDS FINALIST" with a star icon between "ENGAGE" and "AWARDS". Above "AWARDS" is the tagline "CELEBRATING INSPIRATIONAL CUSTOMER AND EMPLOYEE ENGAGEMENT EXCELLENCE".

2017  
**ENGAGE**  **AWARDS** **FINALIST**  
CELEBRATING INSPIRATIONAL CUSTOMER AND EMPLOYEE ENGAGEMENT EXCELLENCE

## Launchfire Selected as a Finalist for the 2017 Engage Awards

OTTAWA, ON October 31, 2017 — Launchfire, a game-based training and marketing company, has been selected as a finalist in the Best Use of Technology for Employee Engagement category of the 2017 Engage Awards – the only customer and employee engagement industry awards in the UK.

*“We’re very excited to be selected as finalists in the Best Use of Technology for Employee Engagement category. Technology is a central part of our business — as we like to say, we’re half nerd, half fun. Being recognized on the international stage underlines the hard work of our entire team, and reinforces Launchfire’s commitment to creating future-of-the-art training programs.”*

— John Findlay, co-founder, Launchfire

Launchfire’s cloud-based technology combines game-based learning modules, product simulations, and role play scenarios within a narrative-based platform to deliver engaging and effective corporate training programs. Included with each program is a big data analytics suite that tracks employee progress and finds both individual and company-wide knowledge gaps.

*“The combination of game-based learning modules, gamified learning environment, and big data analytics has delivered unprecedented results for our clients. As a result, our training business is growing very quickly here in North America. To now gain international recognition is very exciting.”*

— AJ Pratt, co-founder, Launchfire

The Engage Awards, organised by Engage Business Media, encompass all areas of excellence within customer and employee engagement, with the finalists across the 14 Awards categories spanning every single industry sector.

This year’s winners will be announced in a glittering ceremony at the Westminster Park Plaza Hotel on Monday 13th November, attended by hundreds of customer and employee engagement professionals and hosted by Jo Caulfield.

### **About Engage Awards/Engage Business Media**

The Engage Awards showcase organisational excellence and also recognise individuals who have accomplished significant achievements within the customer and employee engagement market.

Website: <http://engageawards.co.uk>

### **About Launchfire**

Launchfire (est 1999) builds game-based marketing and training programs. On the training side the company helps banks and telcos better train their people by morphing training content into games. On the marketing side the company helps retailers and CPG brands sell more stuff using game-based marketing. Launchfire offers an extensive suite of digital products to drive engagement and motivate end users.

Website: [www.launchfire.com](http://www.launchfire.com)

### **Press Contact:**

Nicole Titus

Launchfire

[ntitus@launchfire.com](mailto:ntitus@launchfire.com)



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#### ABOUT LAUNCHFIRE

Established in 1999, **Launchfire** builds game-based consumer promotions and employee training programs for many of the world's biggest brands. Simply put, we use gamification tactics to make it fun for people to engage with brands and corporate training materials.

Check out [www.launchfire.com](http://www.launchfire.com) for more information.



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