

# COME JOIN US AT FINOVATE FALL 2018 NYC • SEPT 24-26

## Launchfire to Demo at FinovateFall 2018

**OTTAWA, ON — July 24, 2018** Launchfire has been invited to demo their new employee engagement platform, Lemonade, at FinovateFall in New York City this September. This is the first time Launchfire will demo the platform for the public.

Lemonade is a game-based employee engagement platform designed to turn frontline staff into digital advocates. Using tactics designed to change behaviour, Lemonade gives your team the knowledge, tools, and confidence they need to promote and support your digital products.

Launchfire program designer, Romeo Maione, will be demoing Lemonade for the Finovate audience.

*Lemonade is a cutting-edge employee engagement platform, that's been specifically designed to help financial institutions empower frontline staff and drive adoption of their digital products. We're incredibly proud of the platform we've built, and I can't wait share it with the audience at FinovateFall.*

— Romeo Maione, Program Designer

### About FinovateFall

FinovateFall is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in New York, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate, and unique format. The event is organized by The Finovate Group. For more information on the event or to view videos of previous demo, please visit [finovate.com](http://finovate.com).

### **About Launchfire**

Launchfire helps financial institutions increase adoption of their digital products and services. Our game-based platforms, Lemonade and Playbook, are designed to engage, educate, and change behaviour both internally and in consumer-facing campaigns. You can learn more about Launchfire at [launchfire.com](http://launchfire.com).

---

#### ABOUT LAUNCHFIRE

### **What's a Launchfire?**

Whether you want to sell more stuff, educate, and increase consumer awareness with our game-based marketing programs — or — are looking for a digital transformation platform to teach your employees how to become the driving force behind your digital transformation: we've been kicking a\$\$ since 1999.

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

---



Launchfirenewsroom