

Launchfire to Speak at BAI Beacon 18

Program Designer Romeo Maione will speak about using empathy to drive digital adoption.

OTTAWA, ON September 27, 2018 — The Launchfire team is hitting the dusty trail again, this time heading to sunny Orlando, FL for BAI Beacon 2018 — a unique financial services conference designed to teach industry leaders how to tackle key challenges facing their organizations and learn new ways to leverage innovative ideas and solutions. The conference takes place October 9 - 11, 2018.

Launchfire program designer Romeo Maione will be speaking from 3:45 to 4:15pm on Wednesday October 10th about using empathy to drive digital adoption.

Changing habits, particularly financial habits, is a significant endeavor and requires a lot of work and heave to do so. What we do at Launchfire, and what I'll be speaking about at BAI Beacon, is how to tackle that change on both sides (employee and consumer).

— Romeo Maione, Program Designer, Launchfire

Launchfire will also be exhibiting at BAI Beacon. Stop by booth #603 to see how we're driving digital adoption for other financial institutions and try out our game-based digital transformation platform, Lemonade.

BAI Beacon's immersive open-campus floorplan promotes an integrated learning experience for financial leaders from institutions of all sizes to engage with experts and leading innovators on a global scale. Through the 75 sessions available, the content at BAI Beacon is designed to educate attendees on forward-thinking ways to address industry goals and challenges. Session topics this year focus on sales, operations, technology, human resources, channel strategy, training, compliance, marketing and product strategy.

To learn more and register, visit BAIBeacon.com.

ABOUT LAUNCHFIRE

Established in 1999, Launchfire helps banks, retailers and telcos drive adoption of their digital products and technology. We take a 360 degree approach to digital transformation, working with clients to engage, educate, and incentive behaviour changes — both internally and in consumer facing programs. For more information visit: launchfire.com/digitaltransformation

ABOUT BAI

As a nonprofit, independent organization, BAI delivers the financial services industry's most actionable insights, enabling leaders to make smart business decisions every day. We're passionate about the trusted information and powerful tools that provide leaders with the clarity and confidence needed to drive positive change and move the financial services industry forward. For more information, visit www.bai.org.

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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 for more information.



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