

Launchfire to Speak at the 46th Efma Congress: Banking Transformation

CEO and Co-Founder John Findlay to speak at the conference on October 18th, 2018.

OTTAWA, ON October 4, 2018 — The Launchfire team is headed across the pond later this month for the 46th Efma Congress: Banking Transformation in Lisbon Portugal. CEO and Co-Founder John Findlay will be speaking from 4:15pm to 4:30pm on Thursday October 18th, about using empathy to drive digital adoption.

Efma Congress: Banking Transformation is part of the “Best Efma Week” in Lisbon, and will address key transformation themes such as:

- putting ‘customer’s needs’ to the core and leverage ‘co-creation with customers’ to develop best services and customer experience
- preparing your organization to effectively collaborate with FinTechs/partners in an ecosystem environment
- creating digital ecosystems to effectively realize Open Banking opportunity
- monetizing new business models
- bringing diversity to your teams and work in agile mode to boost innovation engine
- analysing different applications of AI in customer experience, operational efficiency and data analytics

The conference will be held at the Altis Grand Hotel in Lisbon, from Thursday October 18th to Friday October 19th. For more details, or to register visit:

<https://www.efma.com/conference/register/620>.

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.

ABOUT EFMA

Efma is a not-for-profit association formed in 1971 by bankers and insurers that specialises in retail financial marketing and distribution. Today, more than 3,300 brands in 130 countries are Efma members including over 80% of Europe's largest retail financial institutions.

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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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