

Launchfire to Speak at 5th Annual Digital Marketing for Financial Services Summit

OTTAWA, ON October 30, 2018 — Launchfire program designer, Romeo Maione, will speak at the 5th Annual Digital Marketing for Financial Services Summit (DMFS) in New York on Tuesday November 13th. Maione will speak about using empathy to drive digital adoption at 2:45 PM in Track A.

Now in its 5th year, DMFS is the largest financial digital marketing forum in the U.S. — giving financial institutions actionable insights and tangible solutions to optimize their digital strategy. Attendees will have the opportunity to get inspiration from 40+ award-winning speakers and connect with senior marketers from across the country to tackle challenges around omnichannel integration, attribution, disruption, automation, content, search and display, social, mobile, and customer experience.

For more information about the conference, or to register, visit:

<https://www.financialdigitalmarketingus.com>

About Strategy Institute

Strategy Institute is an established leader in delivering timely knowledge and best practices in multiple industries for over 20 years. Our esteemed portfolio of conferences offers critical business intelligence to empower executives to stay competitive in rapidly evolving markets.

<https://www.strategyinstitute.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

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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 ass since 1999.

Check out www.launchfire.com for more information.

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