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# Launchfire to Speak at the 2018 European Digital Banking Summit

**Founders John Findlay and AJ Pratt will be giving a workshop about driving digital adoption.**

**OTTAWA, ON** November 6, 2018 — The Launchfire team is hitting the dusty trail again, this time heading across the pond for the 2018 European Digital Banking Summit (EDBS) — a private invitation only gathering that plays host to a community of senior Digital Banking and FinTech leaders from across the European Banking sector. The event will take place November 19 - 21, 2018 in Surrey, UK.

Founders John Findlay and AJ Pratt will be giving a workshop from 10:35AM to 11:05AM on November 20th about how financial institutions can drive digital adoption.

The format of EDBS is industry recognized as the most innovative and disruptive C-level engagement platform. Led by EDBS's Advisory Committee of industry experts, the programme delivers highly valuable and rich content based on real challenges and opportunities that are being faced within Banking. EDBS truly allows for accelerated business discussions to take place in an environment where guests don't just attend but participate.

To learn more and register your interest, visit <http://digitalbankingsummiteu.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](http://launchfire.com/digitaltransformation)

## **ABOUT THE EUROPEAN DIGITAL BANKING SUMMIT**

The European Digital Banking Summit brings together senior Digital Banking and FinTech leaders to address some of the key challenges and opportunities within the European Banking industry. The relentless focus on interaction and engagement has enabled EDBS to create an innovative program that delivers a culture of open dialogue. This approach drives value for all attendees who are willing to engage, debate, experience, share, and exchange their views on the topics that matter most.

## **PRESS CONTACT**

Nicole Titus

Launchfire

613.728.5865 x232

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

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

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