

🕒 24 January 2019, 13:09 (EST)

The logo for Finovate Europe 2019 is displayed on a blue background. It features the text "COME JOIN US AT" in light blue, "FINOVATE" in white with a stylized icon of horizontal bars to the left, "EUROPE2019" in light blue, and "LONDON • FEB 12-14" in light blue at the bottom.

# COME JOIN US AT FINOVATE EUROPE2019 LONDON • FEB 12-14

## Launchfire to Demo at FinovateEurope

**Program designer Romeo Maione will demo Lemonade, the all-in-one learning experience platform for financial institutions next month in London, UK.**

**OTTAWA ON — January 29, 2019**

Launchfire has been invited to demo their all-in-one learning experience platform, Lemonade, at FinovateEurope in London, UK this February. This is the second time Launchfire will demo the platform for the Finovate audience.

*"We are looking forward to having Launchfire back again at Finovate. Their demo last year was well-received by our audience, and we're excited to see the new capabilities and use-cases their Lemonade platform has to offer."*

— Greg Palmer, Vice President, Finovate

Lemonade is the only all-in-one learning experience platform designed for financial institutions. Using tactics designed to change behaviour, Lemonade transforms training for financial institutions and makes it simple to measure the business impact of learning.

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

*“This is the second time we’ll be demoing Lemonade at Finovate, and I’m excited to share with the audience different use cases for the platform. At FinovateFall we focussed primarily on using Lemonade for digital adoption initiatives — but in reality the platform is much more powerful. I’m excited to show the full scope of our platform and talk about the different ways we can help FIs transform their training. I even plan to wear my good shirt.”*

— Romeo Maione, Program Designer, Launchfire

Launchfire will be demoing in the first demo slot on February 12th. For more information about FinovateEurope, or to register, visit: <https://finance.knect365.com/finovateeurope/>

### **About FinovateEurope**

FinovateEurope is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in London, 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](https://finovate.com).

### **About Launchfire**

Launchfire is a leader in game-based employee & customer engagement for financial institutions. Our award-winning Lemonade platform combines game tactics with micro-learning, AI, and surgical analytics to educate employees and promote long-term behaviour changes. Playbook, our customer platform, engages and educates customers to help FI’s drive adoption & sales. For more information about Launchfire visit:

[launchfire.com/digitaltransformation](https://launchfire.com/digitaltransformation).

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#### 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](https://launchfire.com/digitaltransformation)



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