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# Launchfire to Present the 2019 ATD New England Area Conference

**Launchfire will be the presenting sponsor at this year's Association for Talent Development New England Area Conference.**

**OTTAWA, ON** — March 13, 2019

Launchfire will be the presenting sponsor for the 2019 ATD New England Area Conference, themed *Blended Learning: mixing people & technology*. Launchfire will also be giving an hour long presentation on games and gamification at the two day event, held March 28th & 29th at the Sheraton Needham in Needham Massachusetts.

*"I'm excited about this year's ATD event. The theme, Blended Learning: mixing people & technology, is bang on. There's an ocean of new edtech out there but success always boils down to people; Will they participate? Will they learn? Will their behaviour change as a result? The challenge is picking the right tech for your people and your organization. I'm interested to hear how people are making out with this challenge."*

— John Findlay, CEO Launchfire

Launchfire program designer, Romeo Maione, will be speaking about how to use gamification and games successfully in employee training.

*"A lot of people think they can slap game tactics onto their boring training, and that will improve engagement. But it's really not that simple. Used incorrectly, gamification can actually have the opposite effect and alienate employees. I'm looking forward to speaking with the ATD audience about how and when they should be using games — and how they can get the best results out of their training."*

— Romeo Maione, Program Designer Launchfire

Launchfire's presentation will be at 9:40-10:40 am on March 29th. For more details about the event, or to register, visit: <https://atdnewengland.com>

## **About ATD**

The Association for Talent Development (ATD) is the world's largest professional membership organization supporting those who develop the knowledge and skills of employees, improve performance, and help to achieve results for the organizations they serve. Originally established in 1943, the association was previously known as the American Society for Training & Development (ASTD).

ATD's members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports talent development professionals who gather locally in volunteer-led U.S. chapters and international member networks, and with international strategic partners. For more information, visit [www.td.org](http://www.td.org).

## **About Launchfire**

Established in 1999, Launchfire is a leader in game-based engagement and learning. Our Lemonade SaaS is the only learning experience platform built specifically for financial institutions. Lemonade combines micro-learning, AI, and surgical analytics in a game-based, full-stack platform that learners love. For more information about Lemonade visit: [launchfire.com/lemonade](http://launchfire.com/lemonade).

## **Press Contact**

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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](http://launchfire.com/digitaltransformation)



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