

The Art of Engagement: Crafting Campaigns That Employees Won't Ignore

Customer Panel



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Social Collaboration &
Community Manager
at Proximus

The Art of Engagement: Crafting Campaigns That Employees Won't Ignore.

Proximus cases

4 June 2025



From the creation of the RTT to the Proximus Group

1930



Creation of the RTT

1992



RTT becomes Belgacom

1994



Creation of Proximus as mobile subsidiary, together with Vodafone

2004



Belgacom enters the stock market (IPO)

2006



Acquisition of Telindus and 100% of Proximus



2008



Acquisition of Scarlet and Tango

2015



Belgacom becomes Proximus

2021



MOBILE VIKINGS

Acquisition of Mobile Vikings



telesign

and 100% of Telesign and BICS



proximus

2022-2023



2022: Launch of Proximus Ada



2023: Launch of Proximus Next

2024



Acquisition of Fiberklaar



Acquisition of Route Mobile



Launch Proximus Global



Studio Proximus

About Following

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Studio Proximus 2025 is coming soon. New customer stories, fresh energy—stay tuned!



GROUP COMMUNICATION
Published on May 14, 2025
Corporate Video
Save the date: Studio Proximus presents: On the move
Studio Proximus is back! After "The Bold Place" and "What's cooking" we're going "On the move" this...



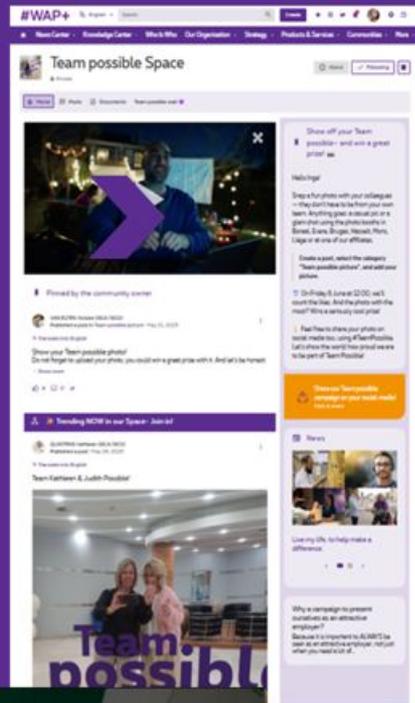
Friday, June 20, 2025 8:30 AM (GMT+2)
Studio Proximus: "On the move"
Going
Join the event



From 'Meet ... 🙋🏻 🙋🏻 ?!'



to



We are all "Team possible"



#WAP+ English Search

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1 year WAP+: take your chance and win a prize!

1 2 3 4 5 6 7 8 9

| | | |
|-------|-------|-------|
| 1 = P | 4 = L | 7 = H |
| 2 = I | 5 = R | 8 = A |
| 3 = T | 6 = S | 9 = U |

A word of explanation

- Find the word in the *wapku* (online or on paper, you choose). Make sure that the numbers 1 to 9 appear only once in each horizontal line, in each vertical column, and in each of the 9 boxes.
- The highlighted boxes form an 11 letter word. The table underneath the *wapku* will help you convert the numbers into letters. Box 1 (top left) contains the first letter of the word; box 2 (top middle) the second, and so on.
- The boxes 5 & 6 each contain two letters of the word. Box 5 reveals the fifth & sixth letters, box 6 reveals the seventh & eighth letters.
- Type the found word in the WAP+ search bar and find the page. Did you find the page? Then click on the confirmation button. This way you qualify for a prize! You can also leave a comment there about what your favorite news or community is. Suggestions to make WAP+ even more yours are always welcome.
- Good luck!

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Fun & wapman

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You found me!

Bravo, you've found *Marsipulami*!

Now click on the confirmation button underneath. This way you qualify for a prize. You can also leave a comment about what your favorite news or community is. Suggestions to make WAP+ even more yours are always welcome.

To qualify for a prize, click the button

Confirm

1 year WAP+ - leave a comment here!

Write a comment

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