

# 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



Acquisition  
of Mobile  
Vikings



and 100%  
of Telesign  
and BICS



2022-2023



2022: Launch of  
Proximus Ada



2023: Launch of  
Proximus Next

2024



Acquisition of  
Fiberklaar



Acquisition of  
Route Mobile




Launch  
Proximus Global

#WAP+ English Search Create

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Studio Proximus presents

On the move



Studio Proximus

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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...

bold2025 - Studio Proximus - 2025 - webinar - event

113 18



Friday, June 20, 2025 8:30 AM (GMT+2)

Studio Proximus: "On the move"

Going

Join the event

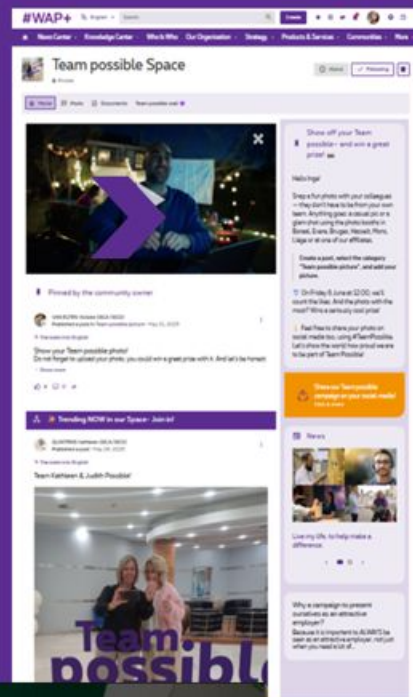
# Proximus tv

© Proximus

# From 'Meet ... 🙋🙋 ?'



to



# We are all "Team possible"

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



1 = P

4 = L

7 = H

2 = I

5 = R

8 = A

3 = T

6 = S

9 = U

### A word of explanation

- If it is in the sudoku (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 sudoku 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!

#### Related news



WAP+ is turning 1, let's celebrate with a contest!

### You found me!

Bravo, you've found Marsipulani!

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...

👍 🗨️ 📧 📧 📧



#### Related News



WAP+ is turning 1, let's celebrate with a contest!

# Fun & wapman

1,417



368

