



**Industrial Heritage  
Visitor Engagement & Activation**



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**Digital Entrepreneur**

**Visitor Engagement & Activation**  
**Loc8**



# Project - communities

1998 - 2011

**LOCA**MUNDO



2015

RambiCheck

2009



2011



2012



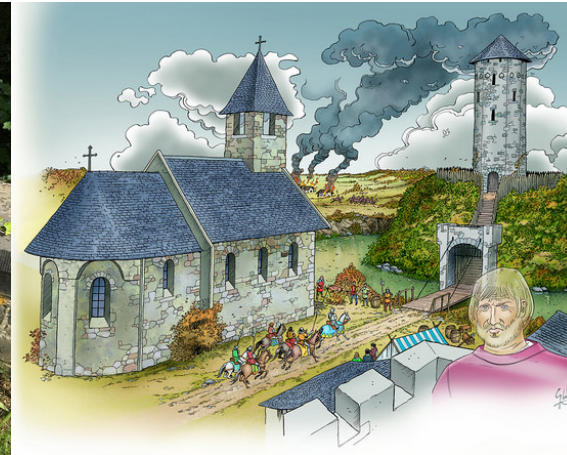
2014



Religiana



# Projects - displays



# Stone | Leaf | Scissors

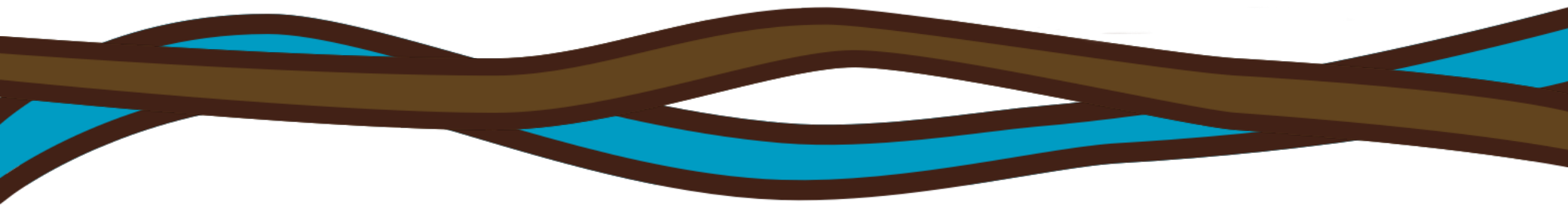
Intergenerational seating elements for heritage sites

[Bekijk de fotogallerij >](#)

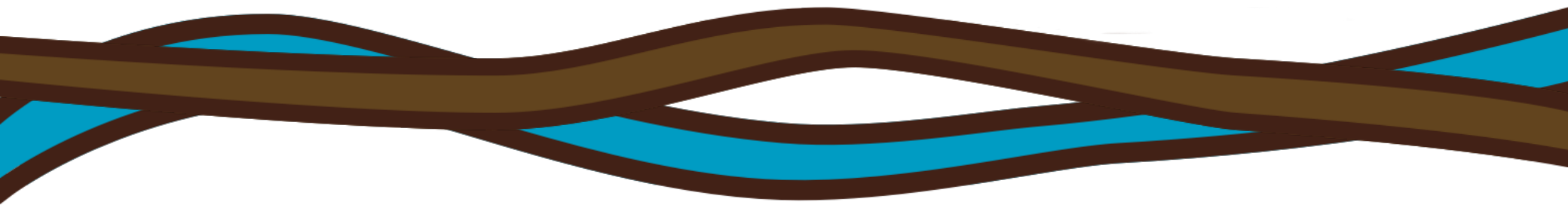




**typical visitor**



**typical GUEST**





# who is your GUEST ?

during the week :

groups

- schoolchildren
- 60+

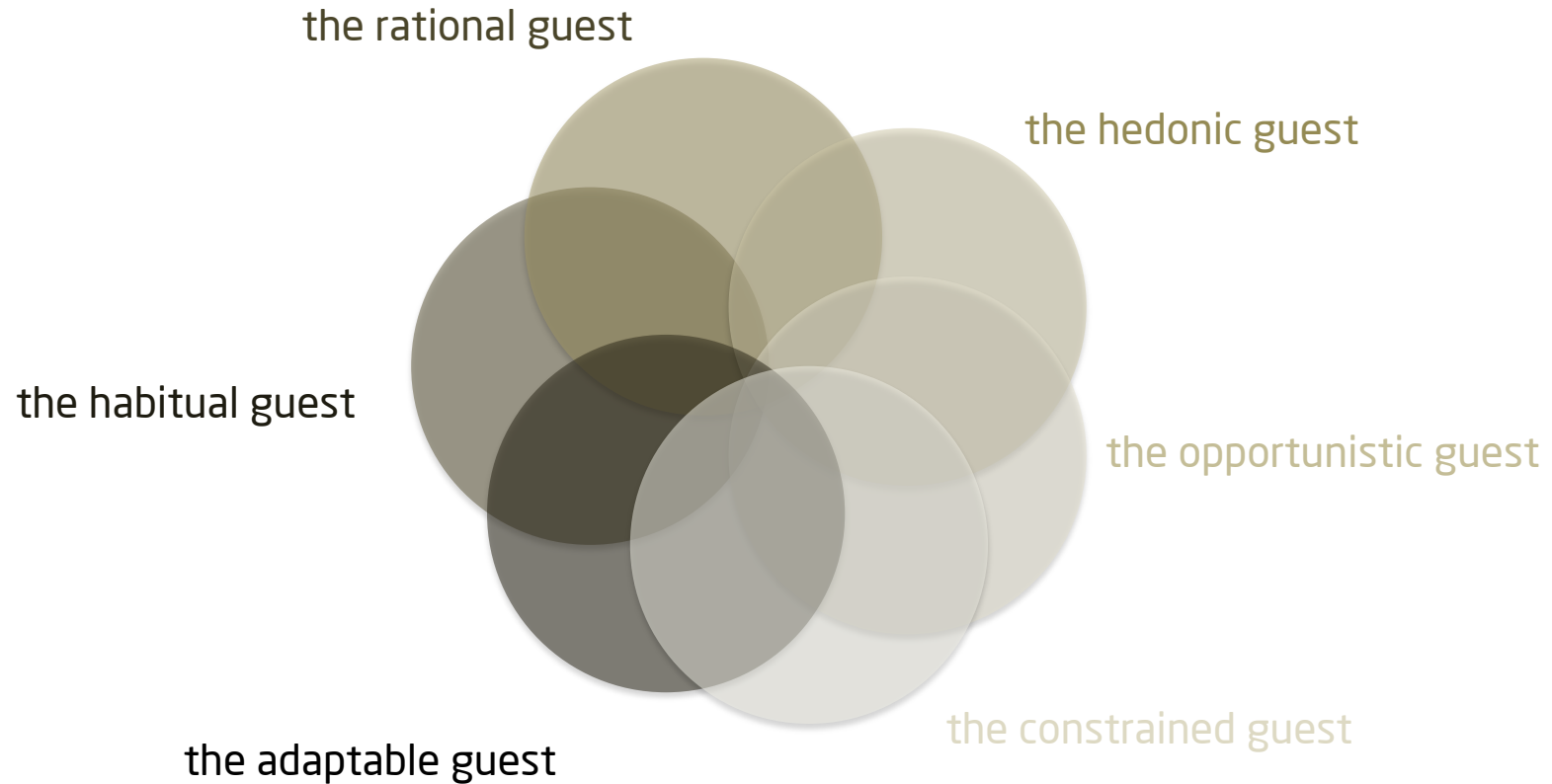
professionals

weekends :

families



# in reality : 6 types of guests\*

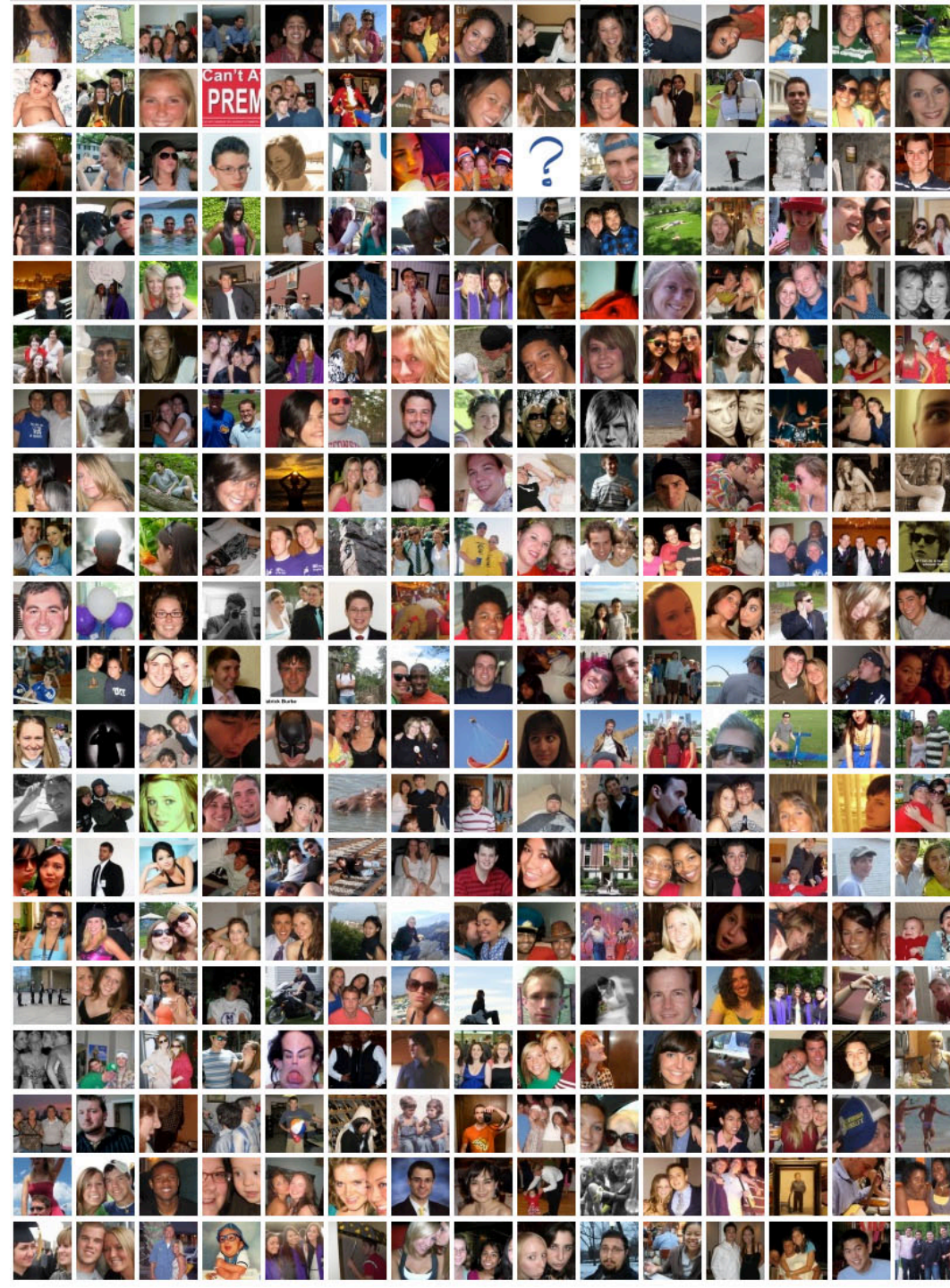


*\*(based on the 'grounded typology of vacation decision-making', Alain Decrop (Unamur))*

# 3 steps in gaining audience

# friends = interest

- 'friends' are looking for interest
- want to engage with you when your offer is sufficiently interesting for 'them'
- you need to try to engage their interest
- tools : your network, social networks





social network

=

noise

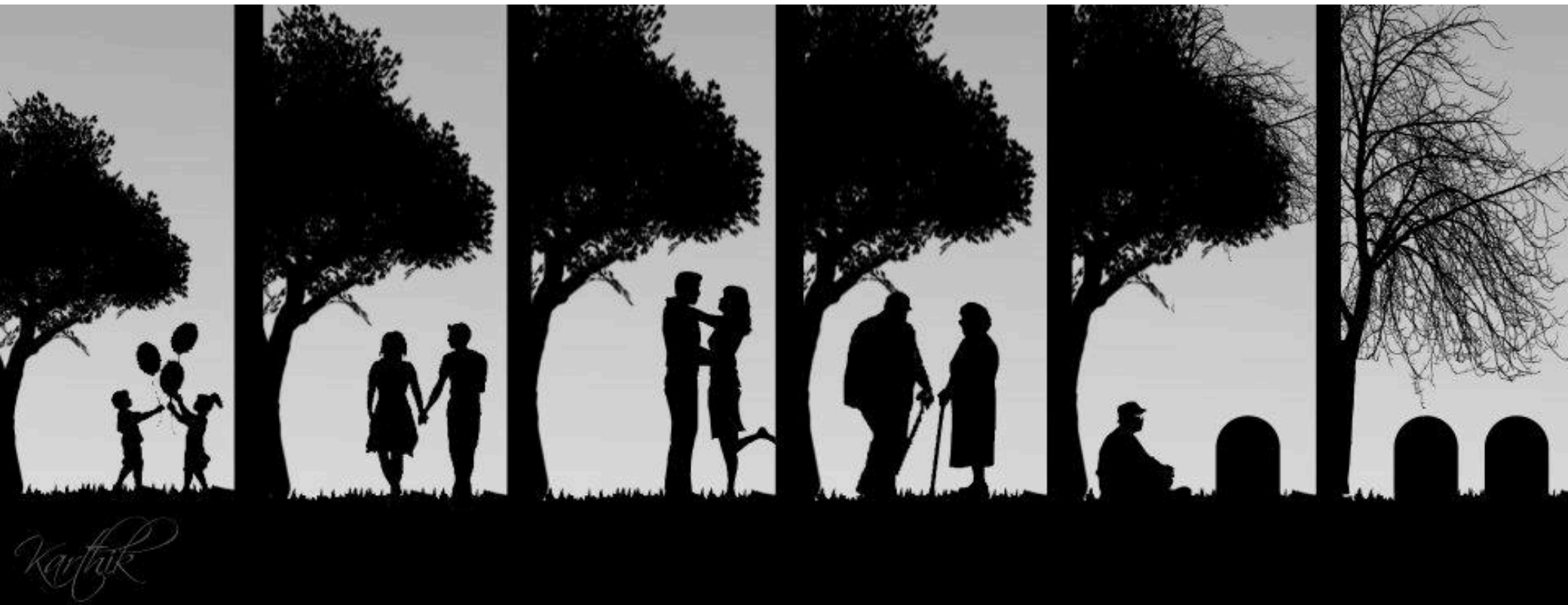
# engagement

- make 'friends' your 'guests'
- individualize relationship (profile)
- reward your guests

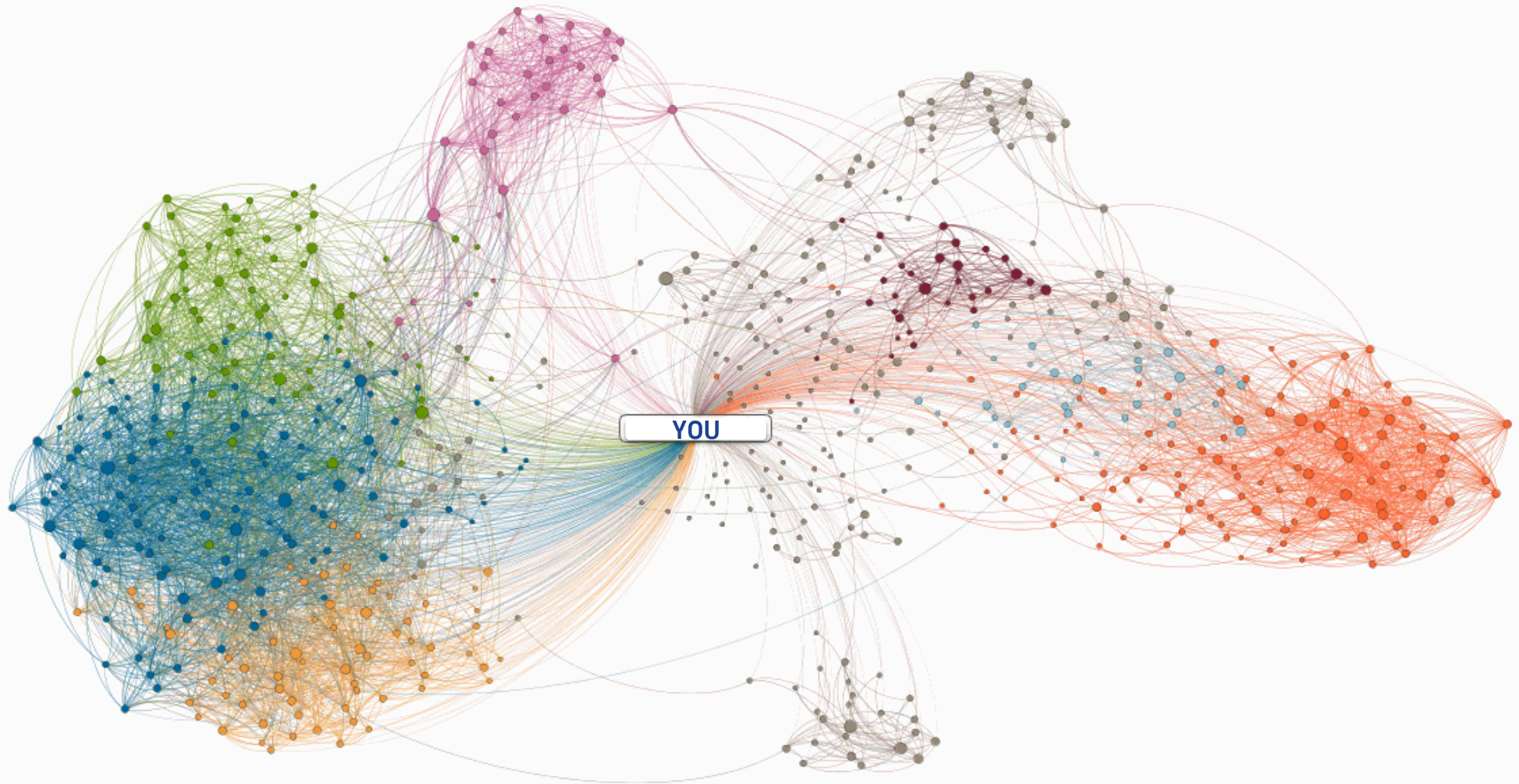


# activation

- rewards program
- eternal notifications
- viral spreading



# ultimate goal : building YOUR community





# engagement & activation



# engagement & activation

EAT  
PLAY  
COLLECT



# industriana.eu



rewards program

upto 3 images

make favourite

250 words

4 details

map with more locations

touristic info links



multi-lingual

quiz

audio & video

share to social networks

navigate to

user comments

+ vos propres couleurs et logo

# contact

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