

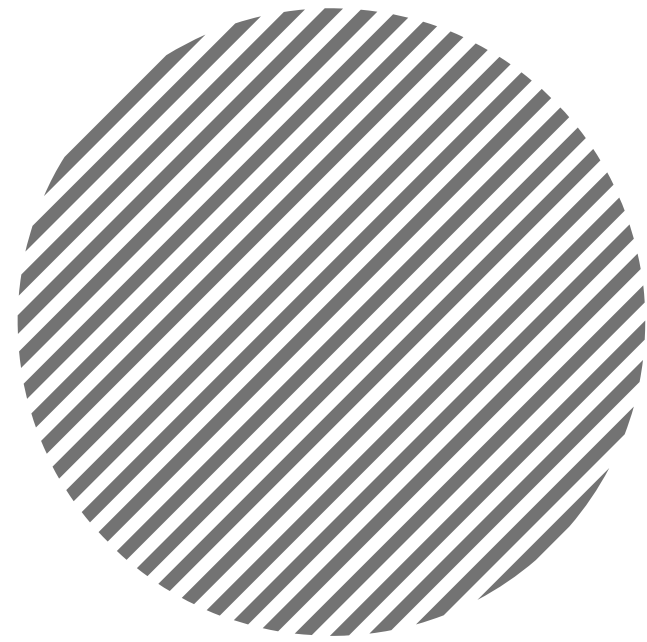
# ANIMATION NUMÉRIQUE DE TERRITOIRE



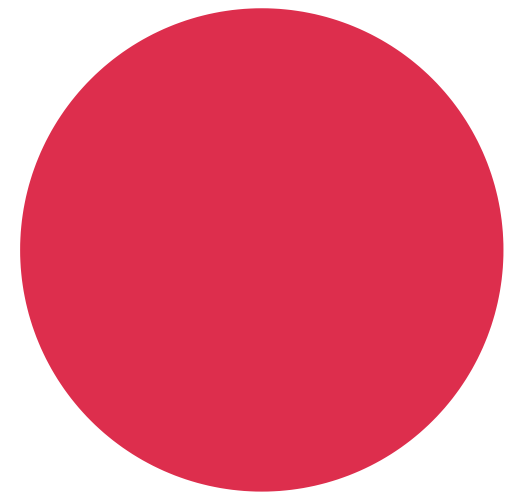
# Esteban Bustamante - Loris Benedini



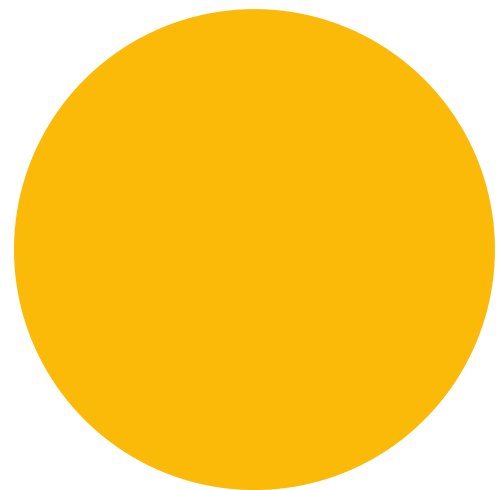
ANIMATEURS NUMÉRIQUES  
DE TERRITOIRE - HAINAUT



## QUELQUES CHIFFRES



- Chaque seconde, 8 nouvelles personnes se connectent à internet pour la première fois dans le monde
- 93% des décisions d'achat sont influencées par les réseaux sociaux !
- 1 minute sur 7 sur internet est passée sur Facebook
- 4 milliards de personnes ont un mobile, et seulement 3.5 milliards ... une brosse à dents !





# EN BELGIQUE

JAN  
2020

## BELGIUM

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL  
POPULATION



**11.56**  
MILLION

URBANISATION:

**98%**

MOBILE PHONE  
CONNECTIONS



**10.81**  
MILLION

vs. POPULATION:

**93%**

INTERNET  
USERS



**10.41**  
MILLION

PENETRATION:

**90%**

ACTIVE SOCIAL  
MEDIA USERS



**7.50**  
MILLION

PENETRATION:

**65%**

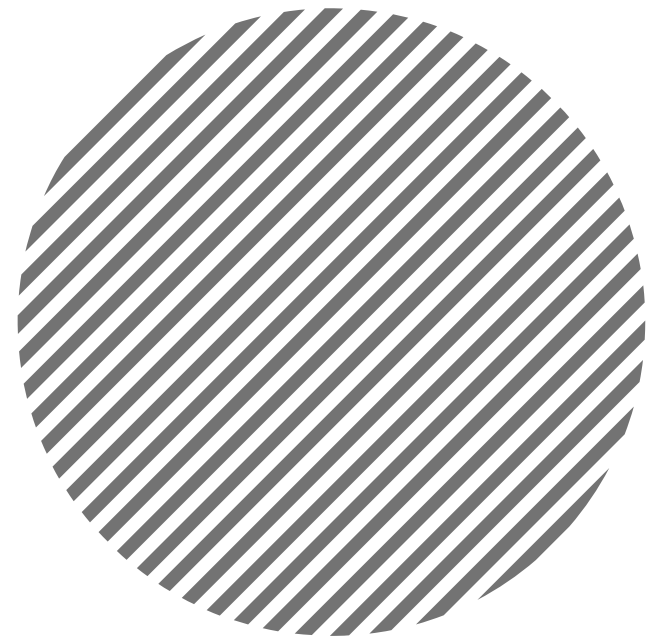
30

**SOURCES:** POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

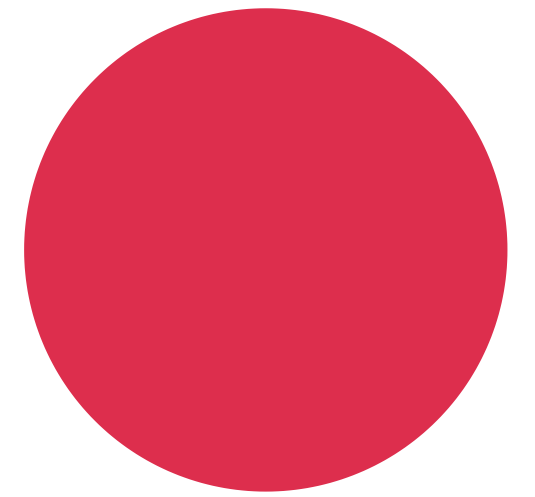
we  
are  
social



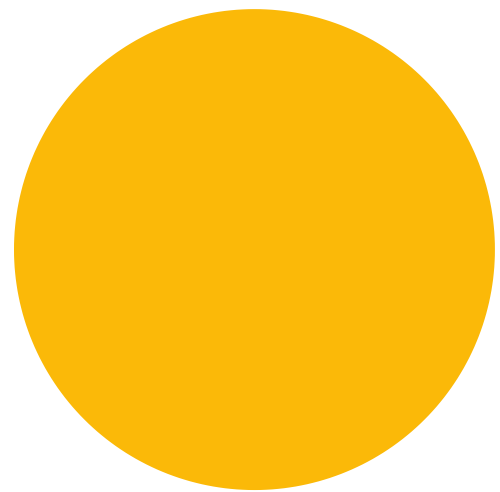
Hootsuite®

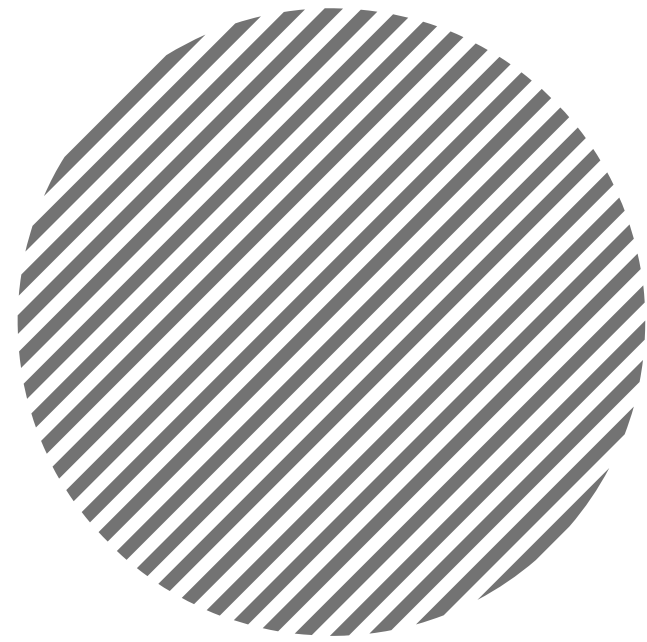


EN 2020 :

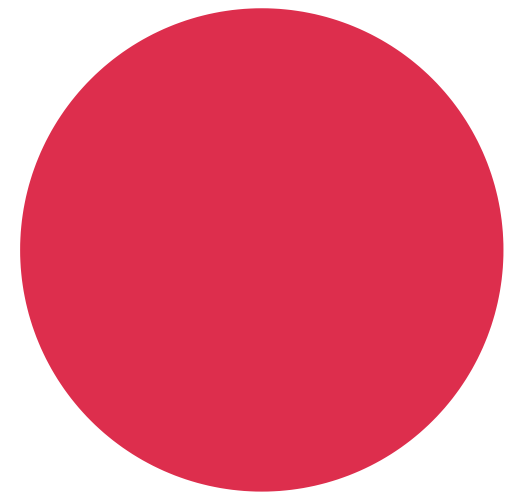


**Facebook reste le maître à bord**

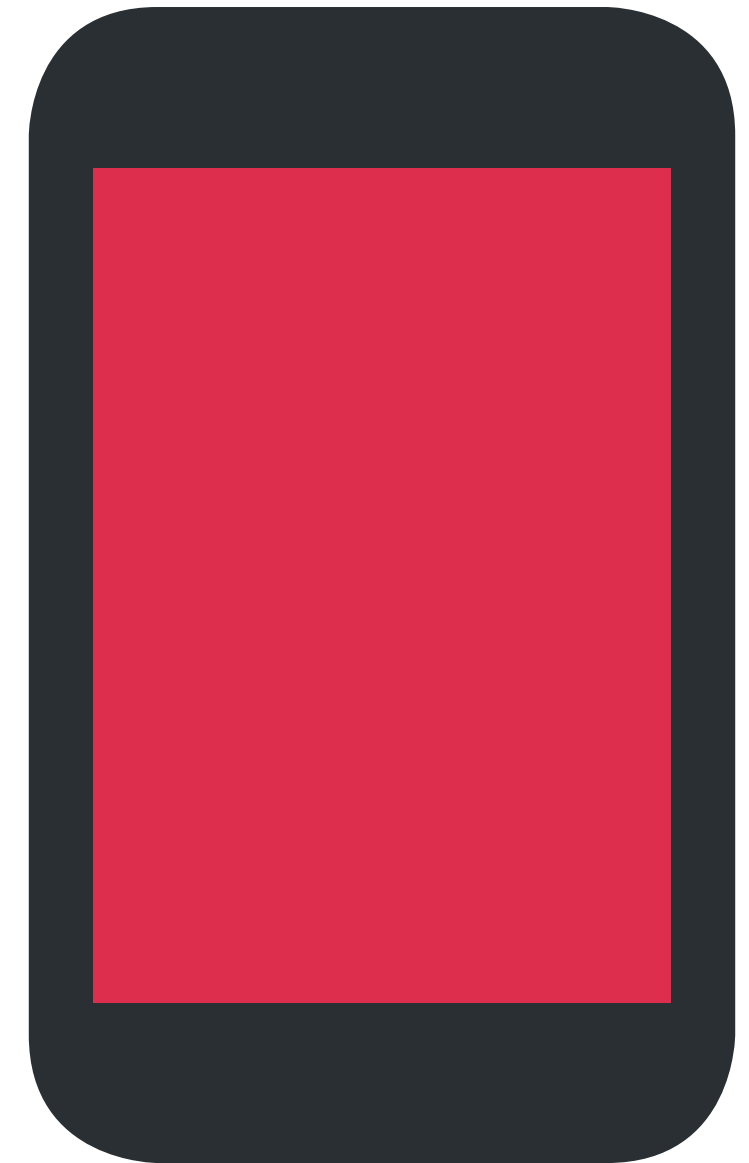
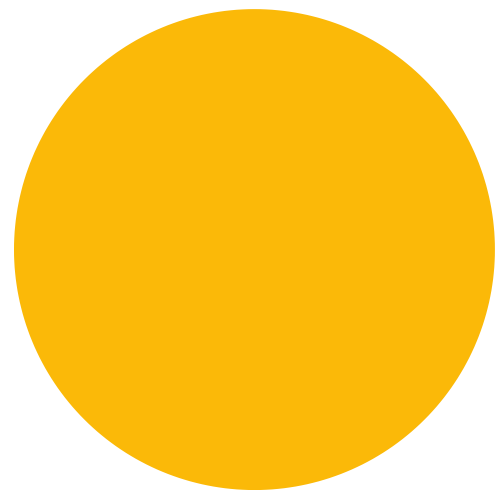


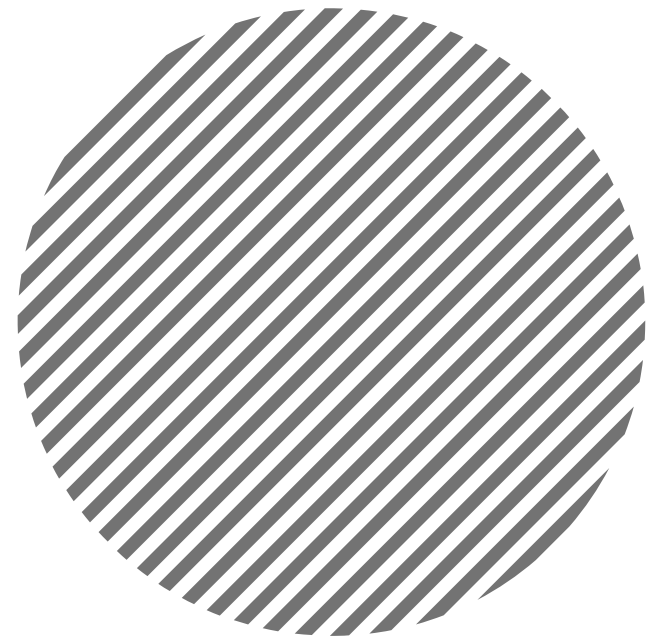


EN 2020

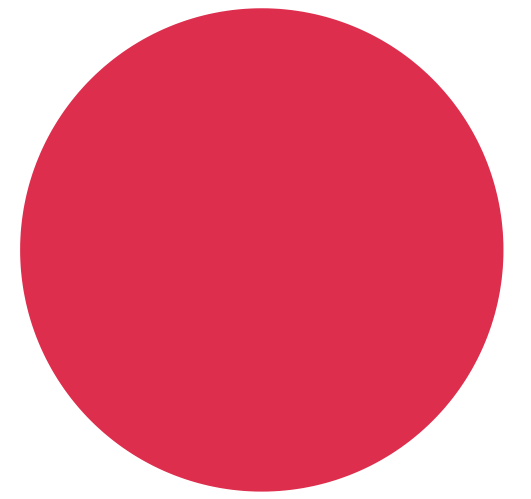


Ere du mobile !

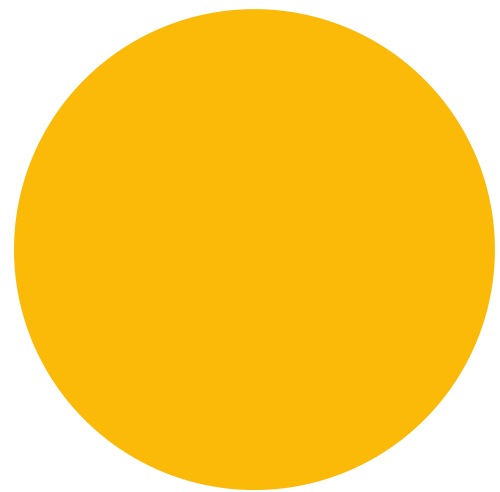


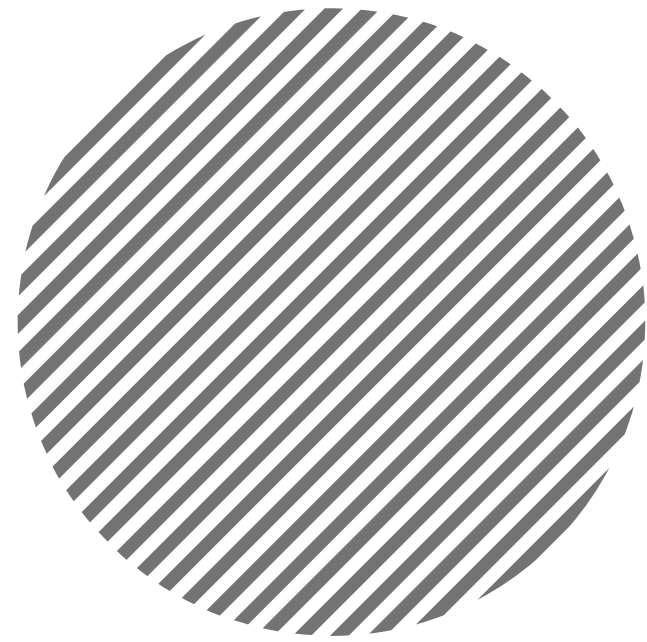


EN 2020

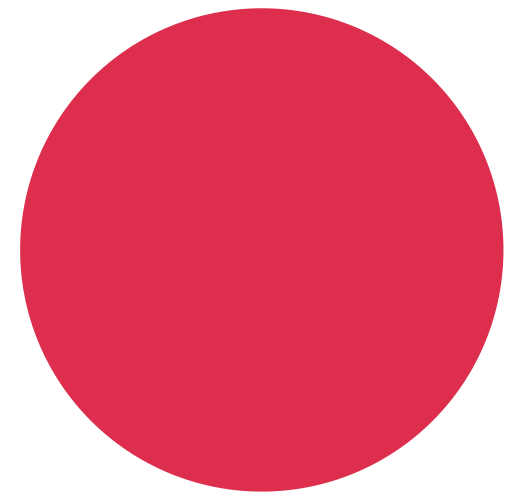


Emergence  
de Tik Tok

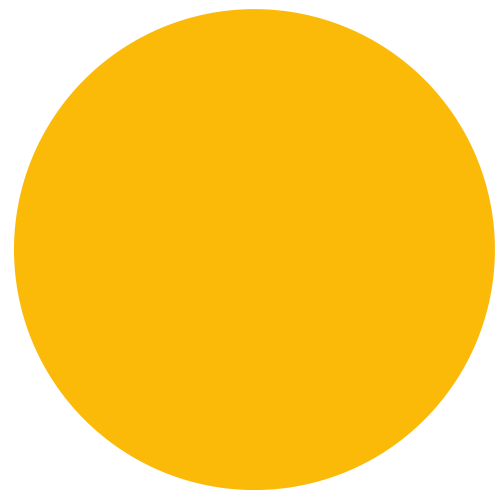




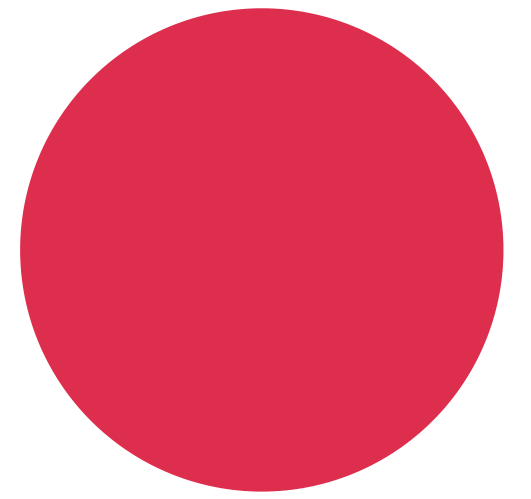
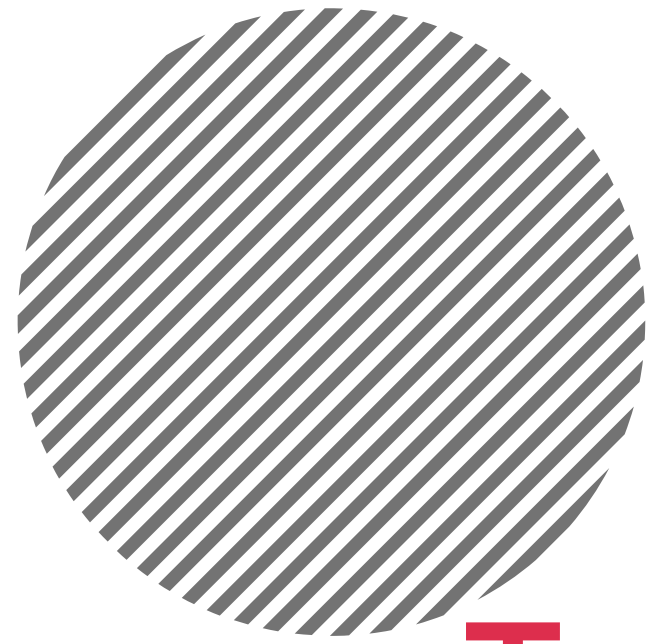
EN 2020



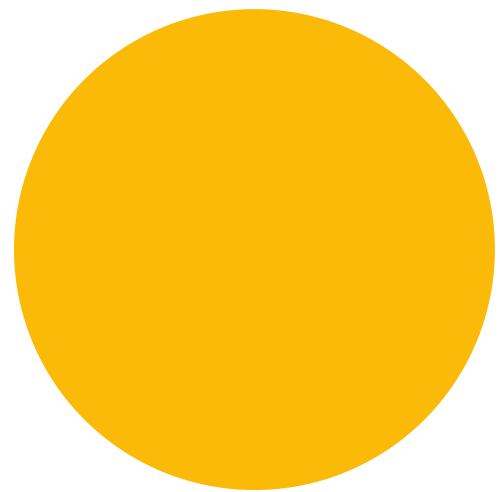
- Majorité de temps passé sur smartphone
- Sites web *responsive* !
- Contenus essentiellement visuels
- Format vertical
- Instagram, Snapchat, Tik Tok, Whatsapp ... Pensez *mobile* !

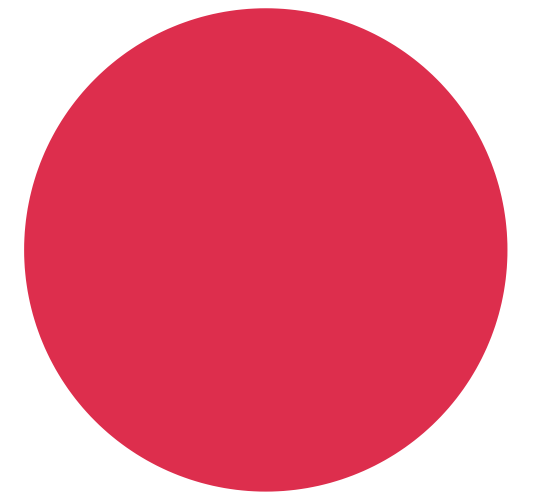
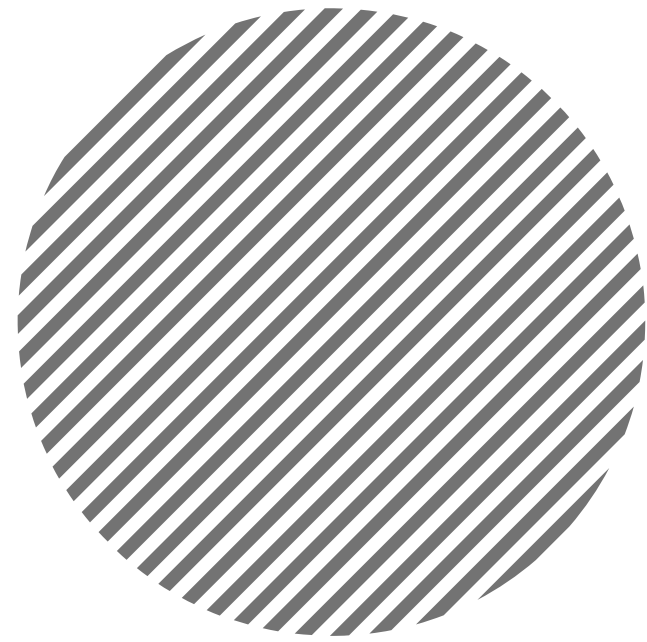




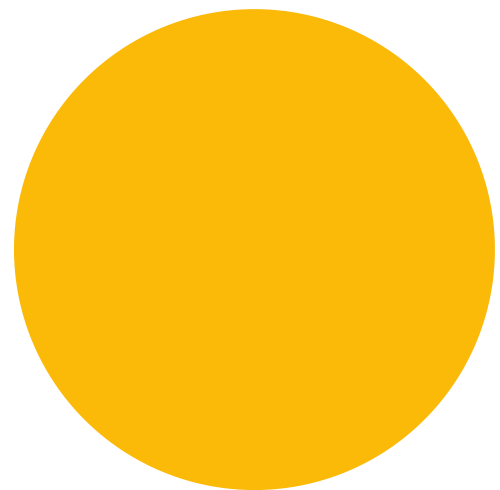


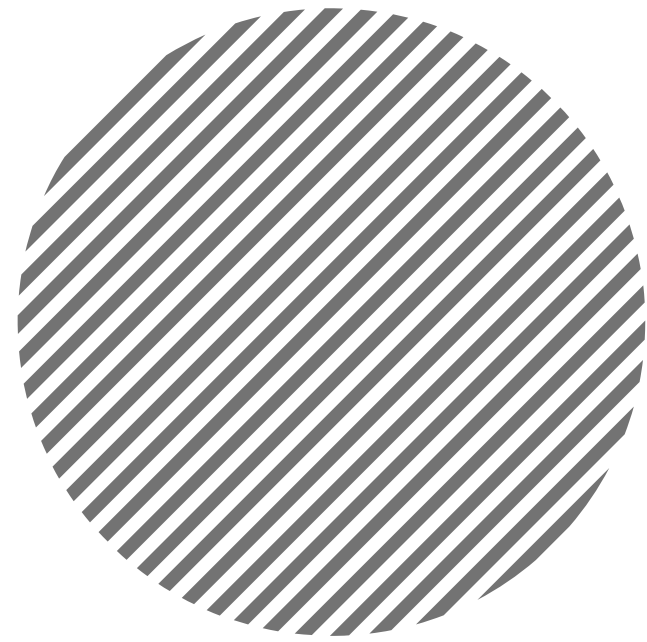
**Tout va plus vite ... Et beaucoup  
d'opérateurs sont perdus et ont  
loupé le virage du numérique**



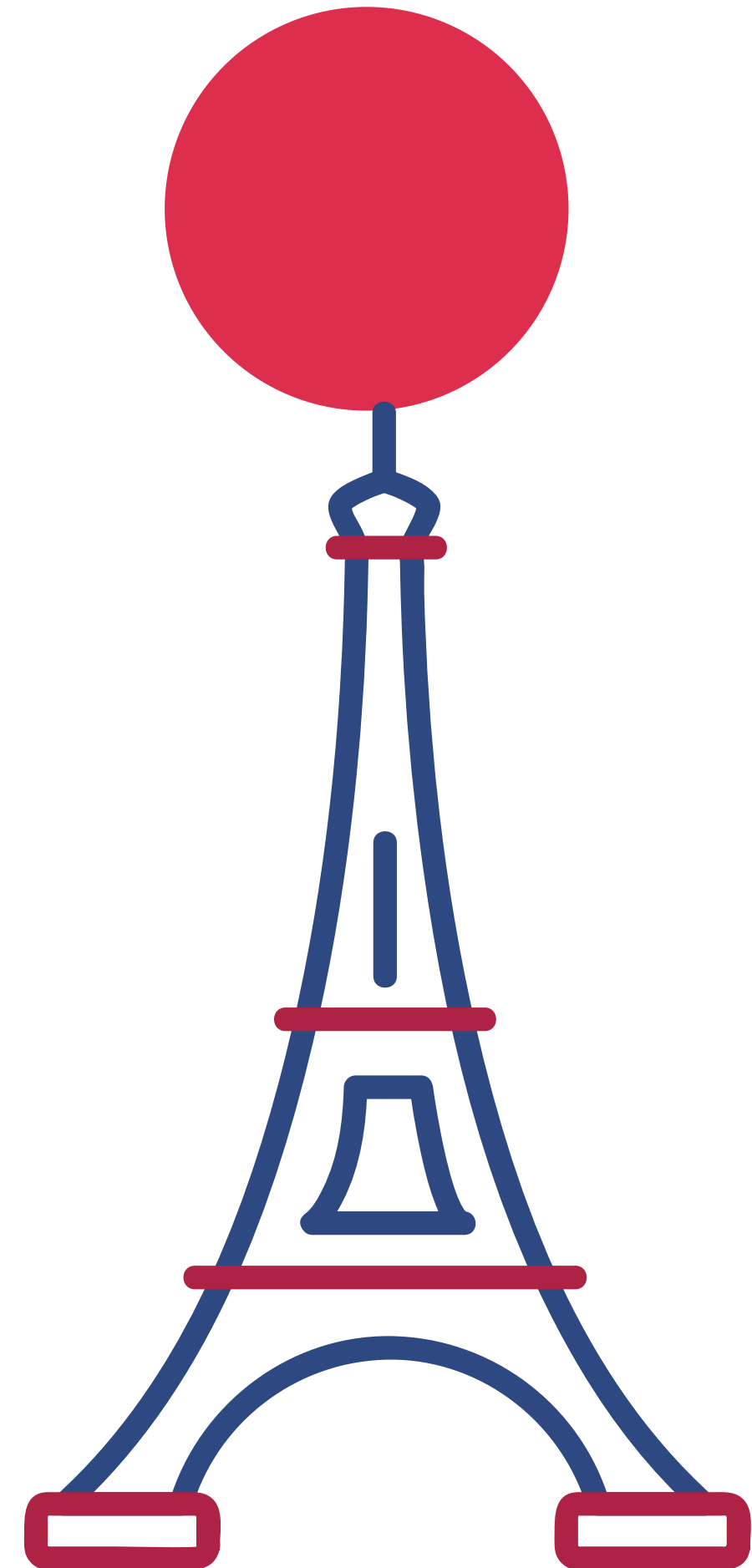
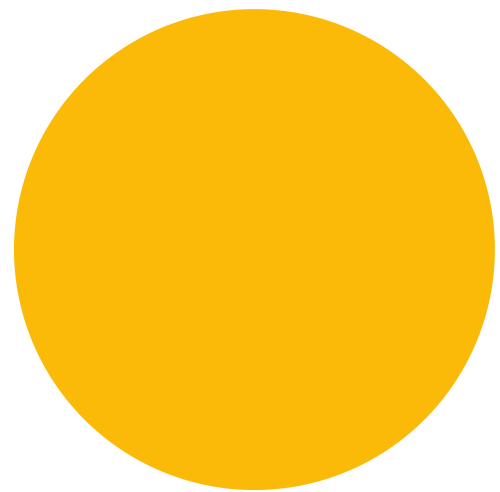


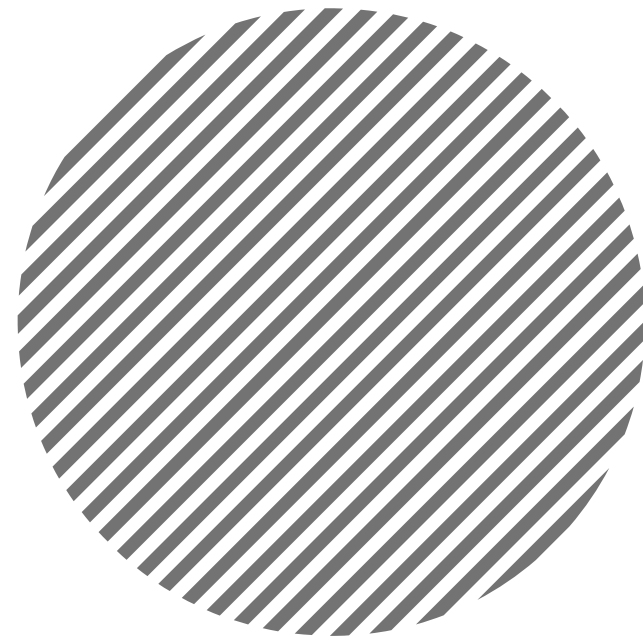
# ANIMATEUR NUMÉRIQUE DE TERRITOIRE ?



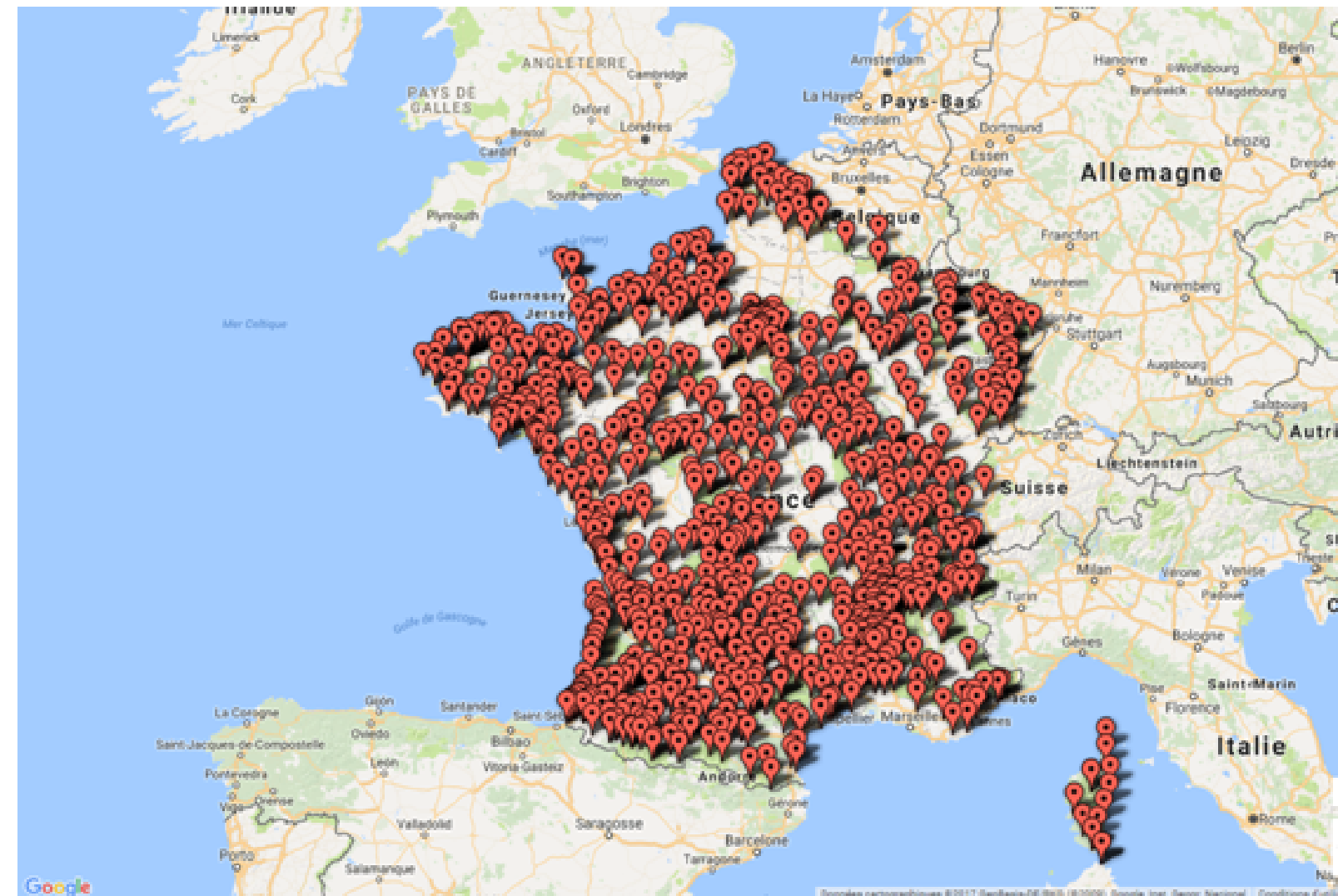
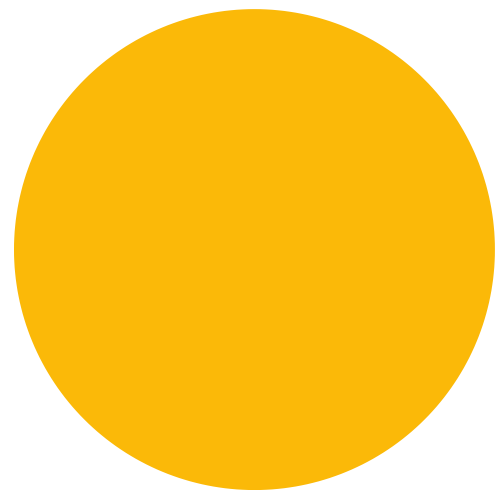
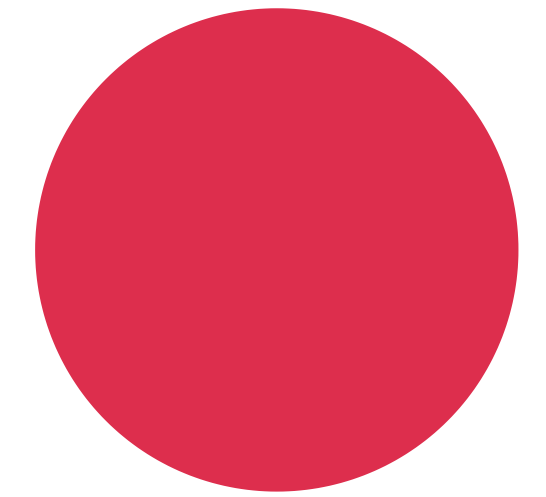


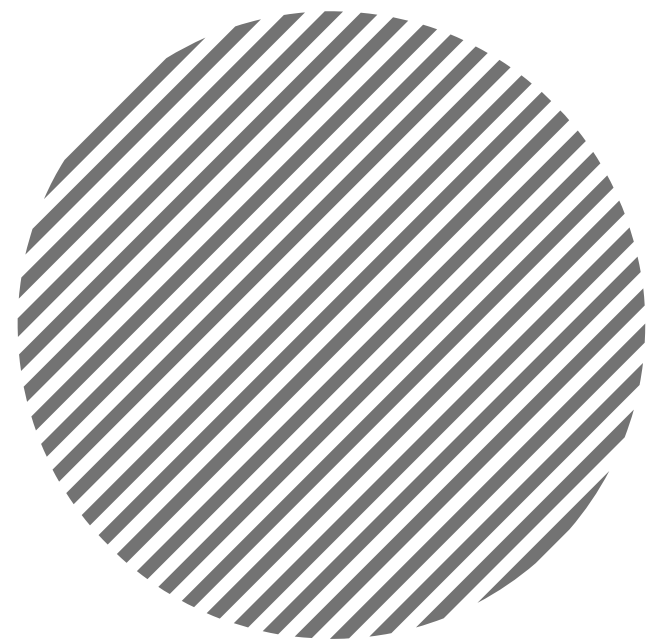
L'animation  
numérique de  
territoire vient de  
**France !**



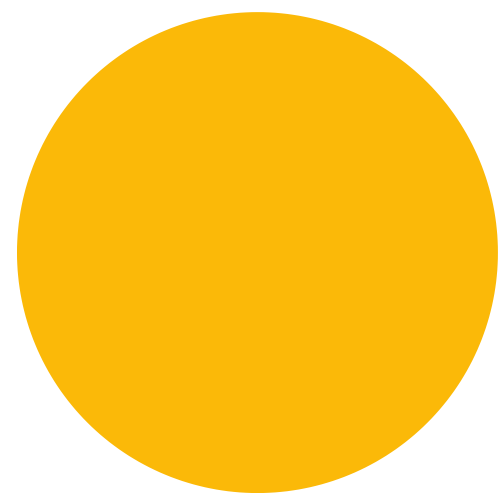
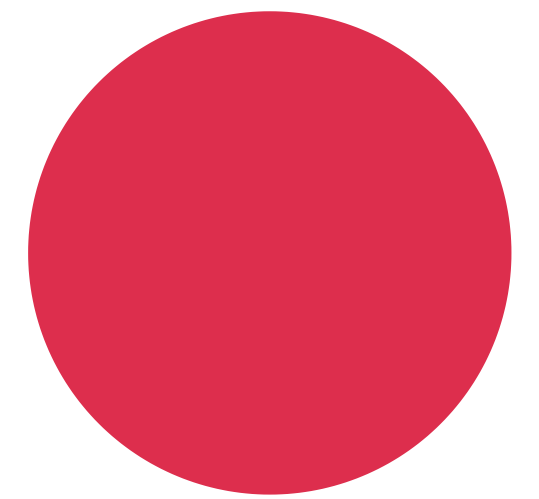


En 2020 : + de 1300  
ANT !

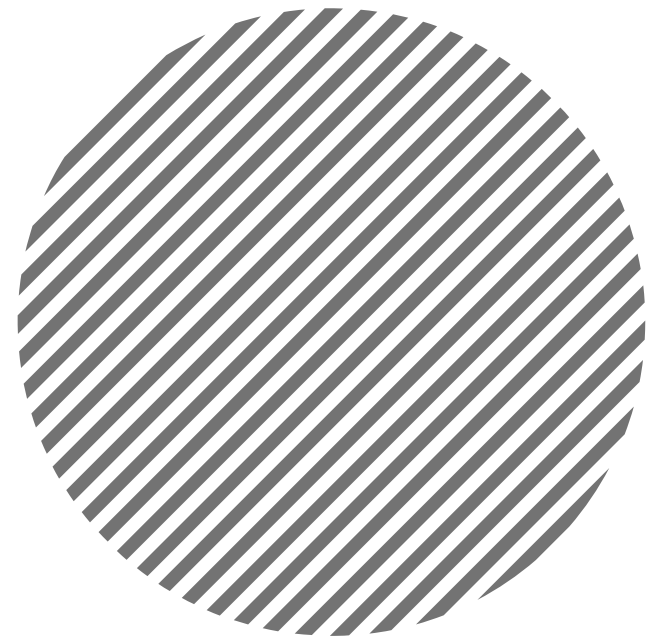




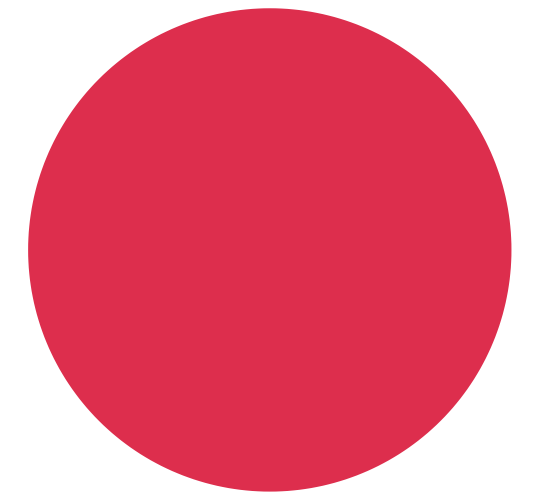
# LES ORIGINES



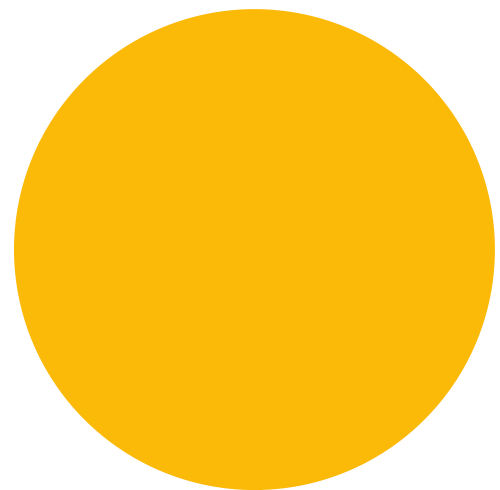




EN BELGIQUE



Depuis 2016 !

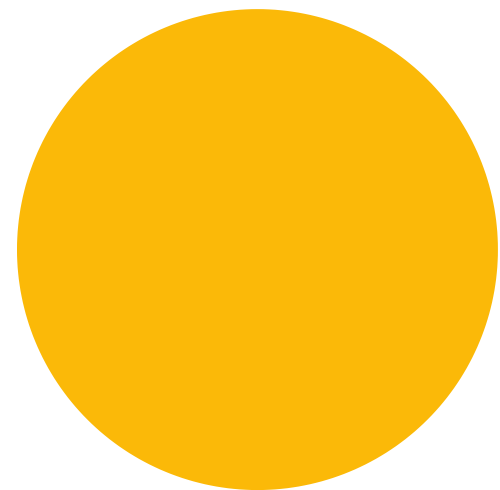
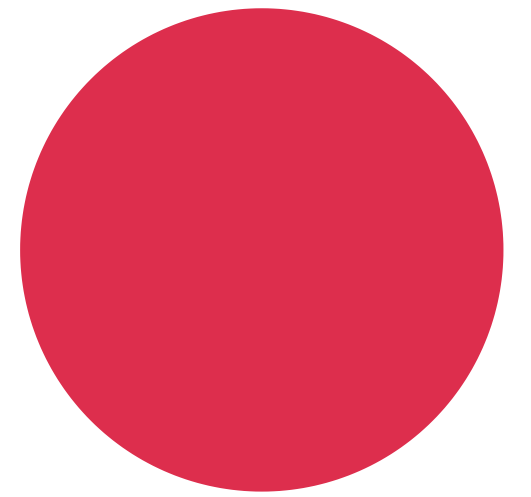
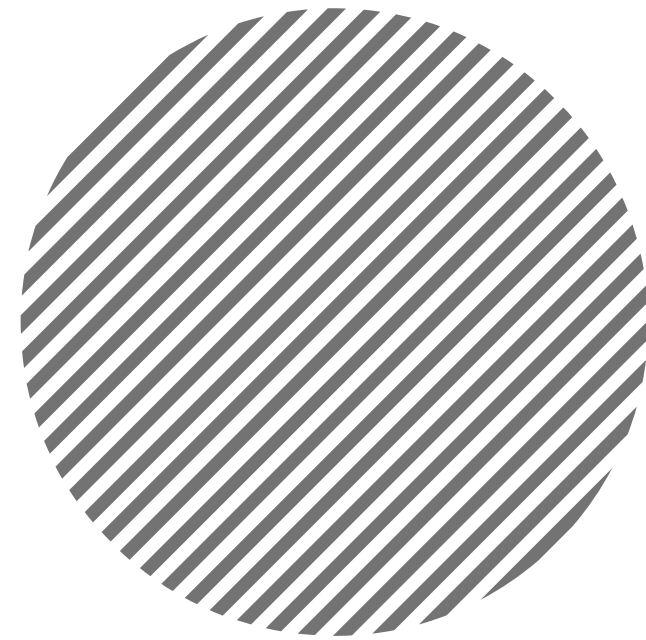


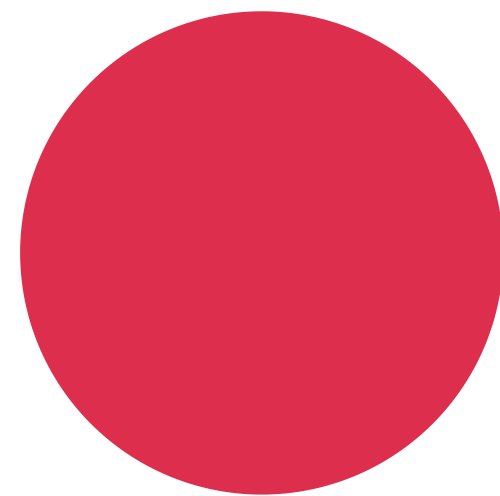
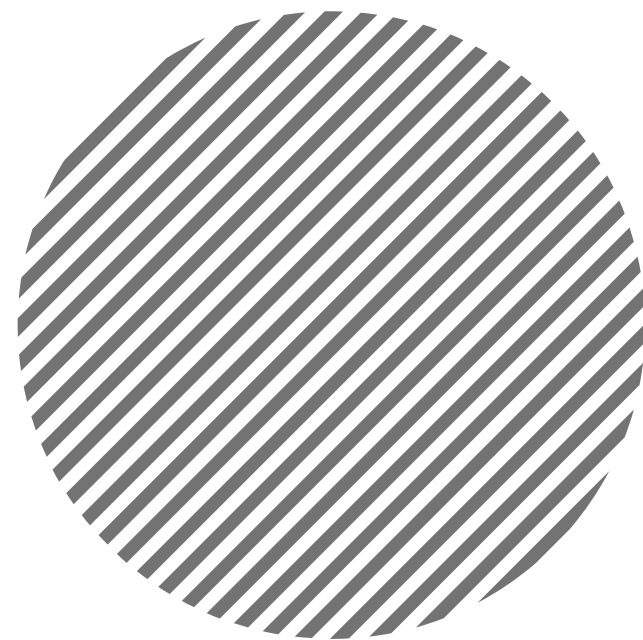
PAS TOUT SEUL !





# 1 ANT PAR PROVINCE (SAUF HAINAUT)



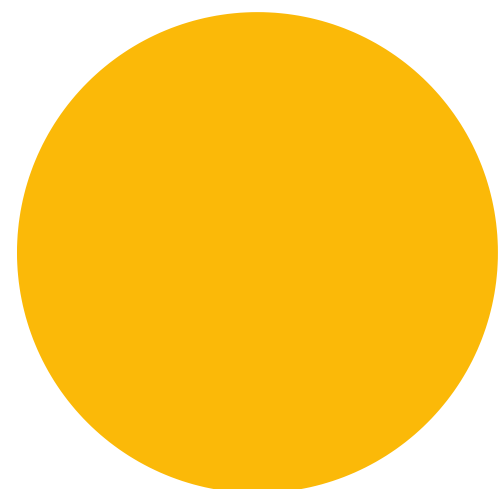


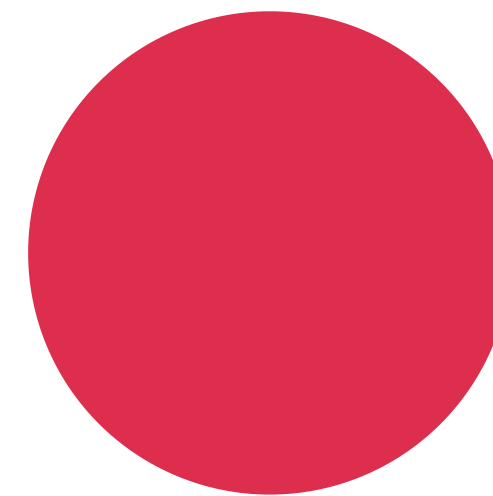
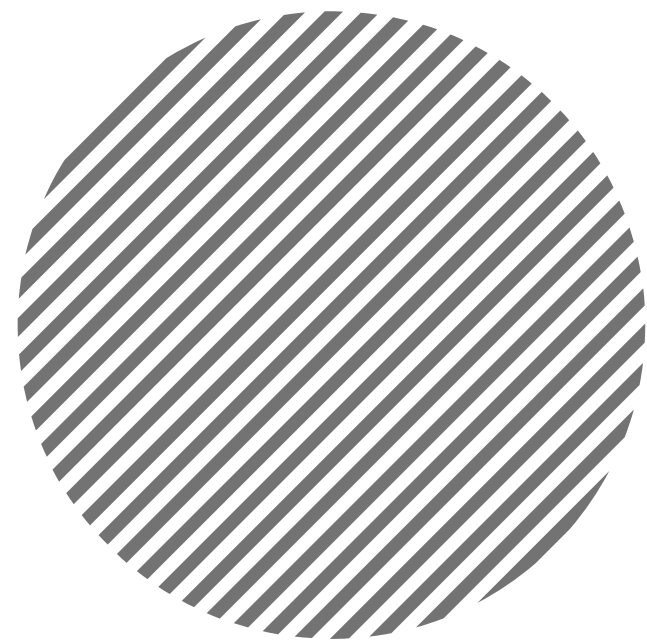
SUIVEZ-NOUS !



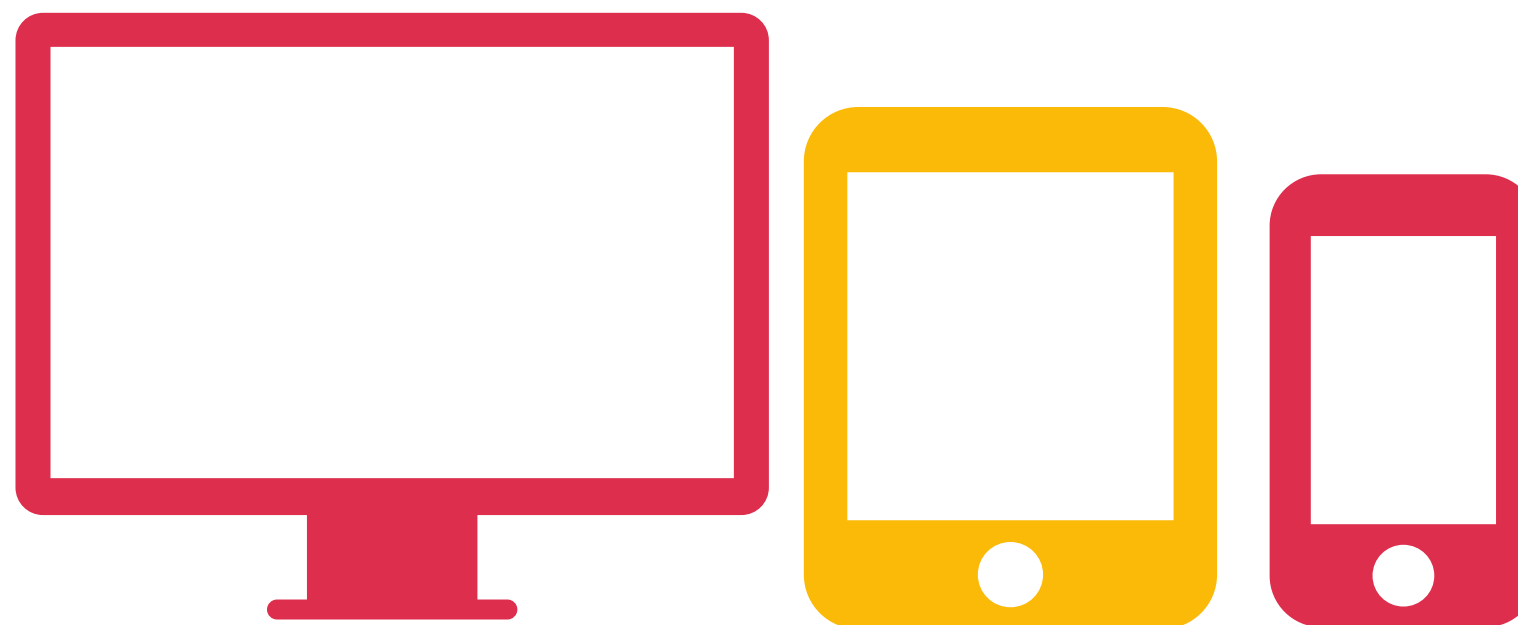
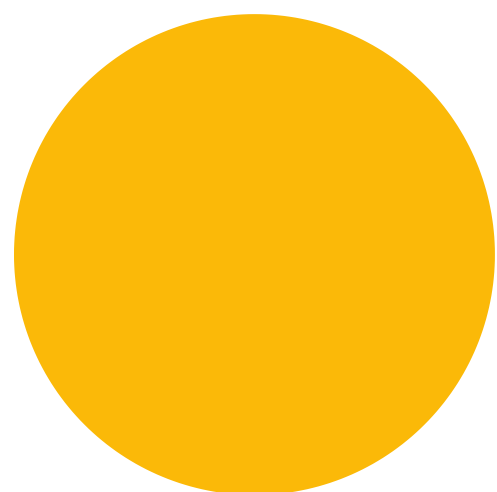
VisitHainaut

# ANT Visit Hainaut

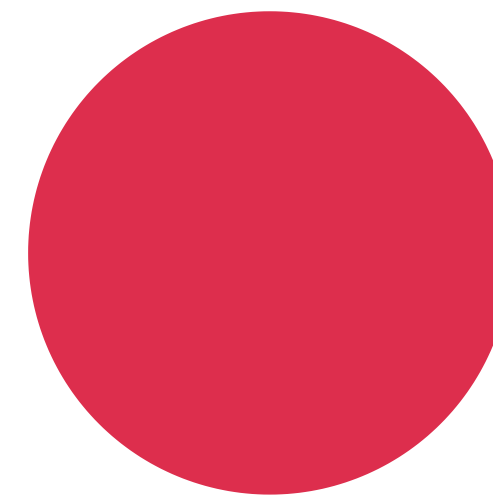
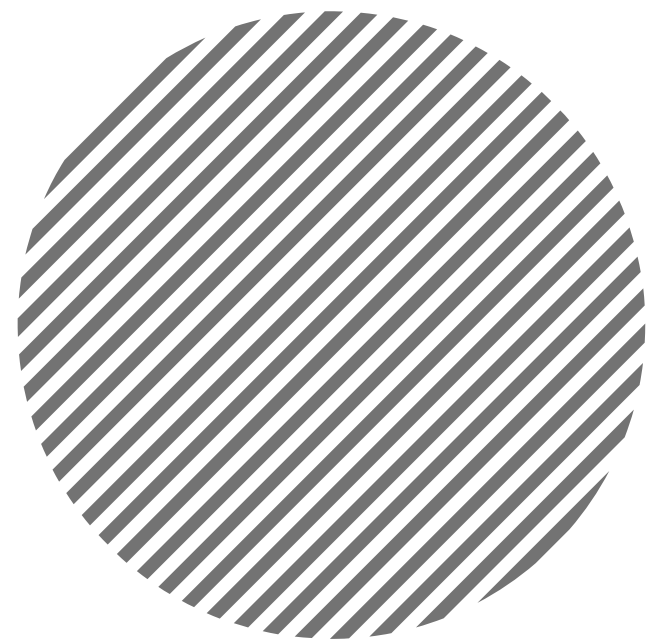




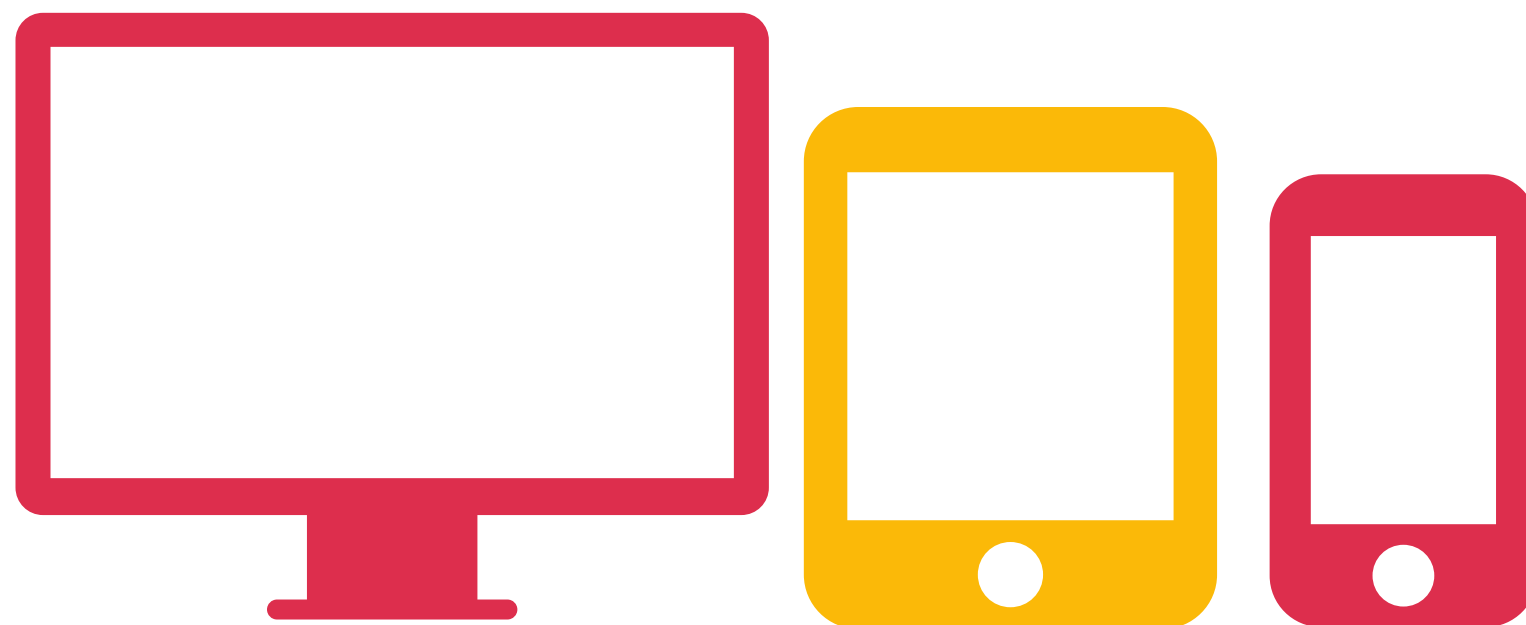
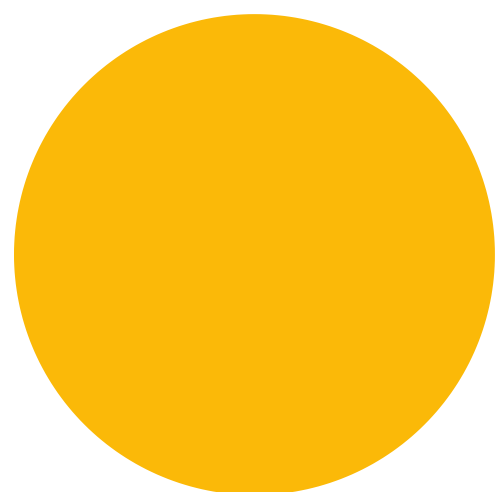
A QUOI ÇA SERT, UN ANT ?

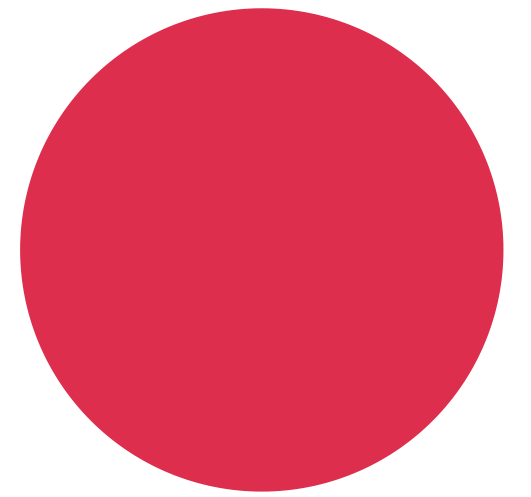
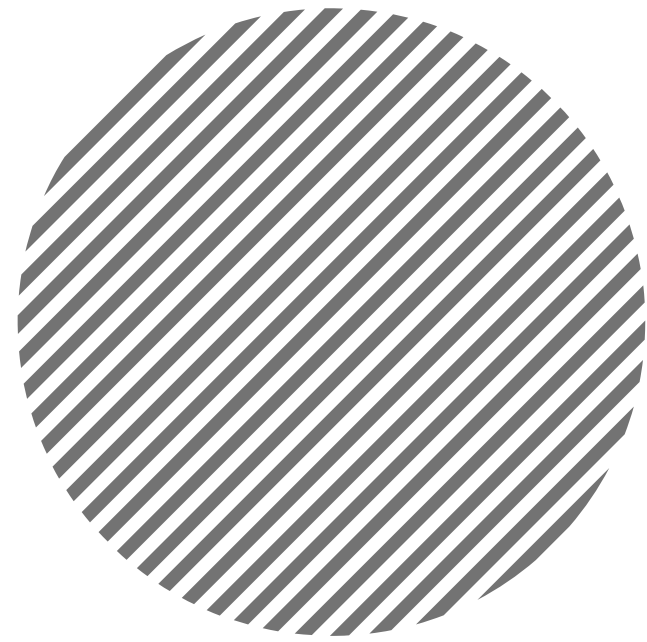




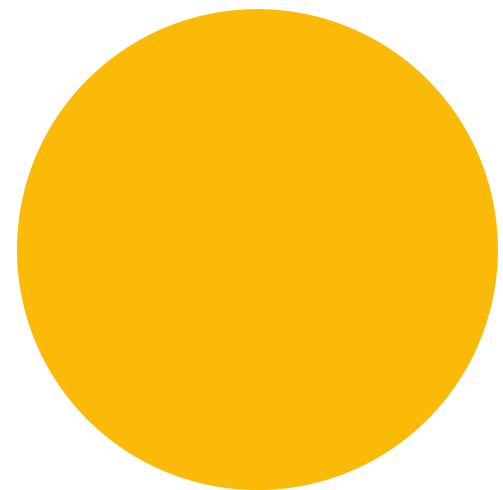


A QUOI ÇA SERT, UN ANT ?

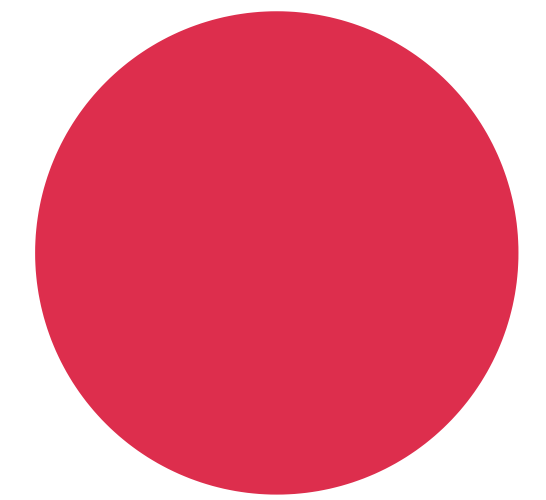
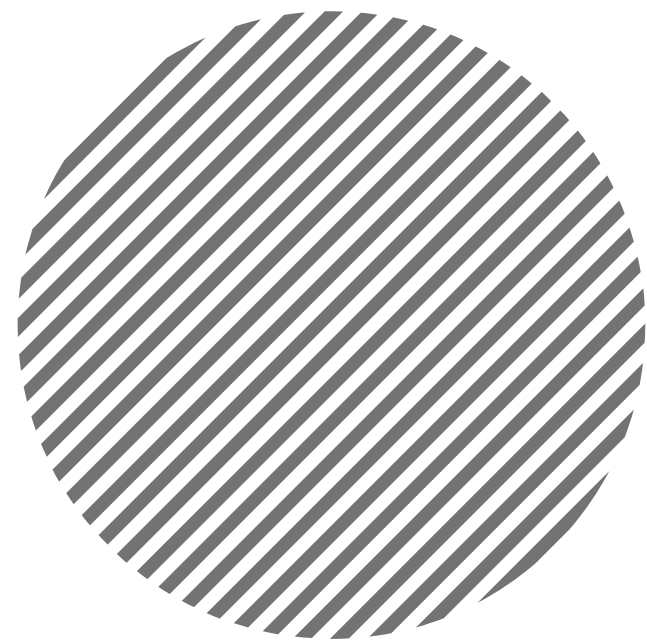




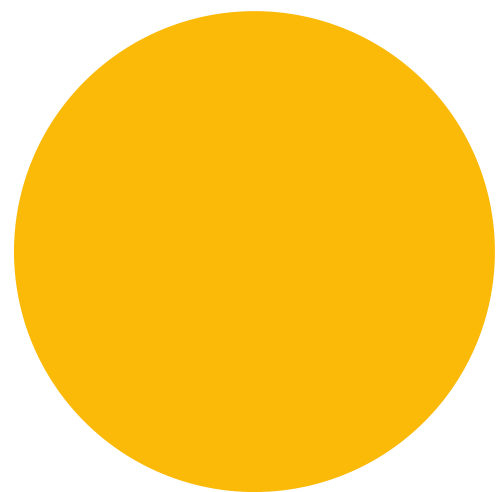
ACCOMPAGNER LES PROS DU  
TOURISME

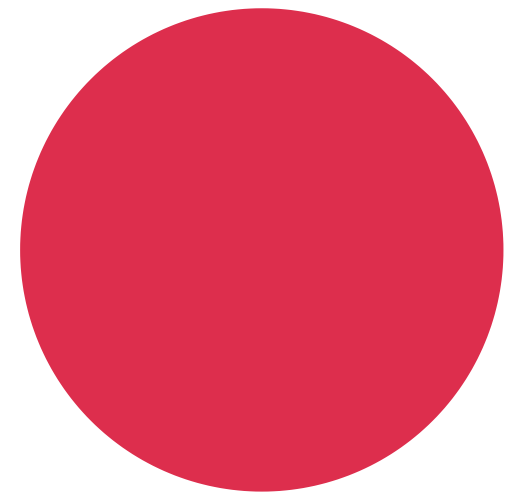
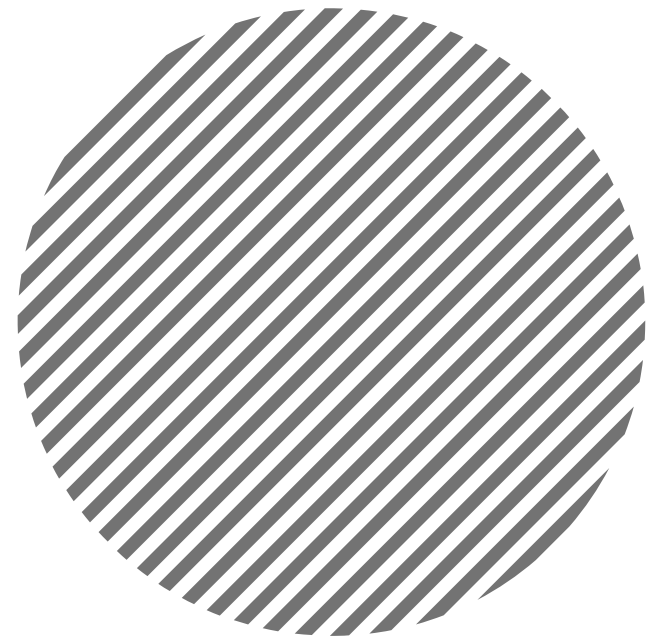


**WE WANT YOU!**

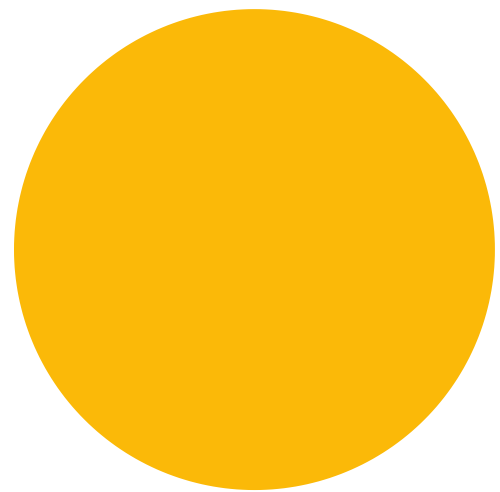


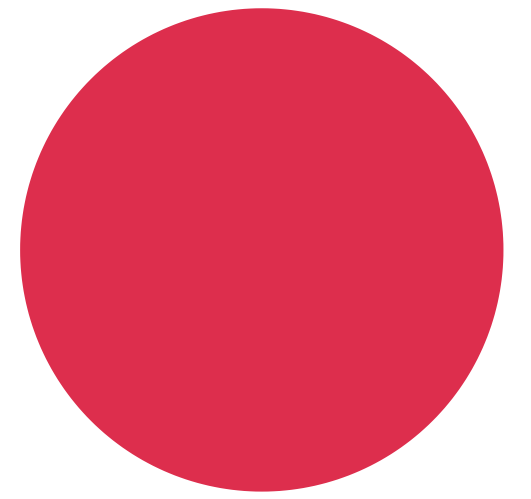
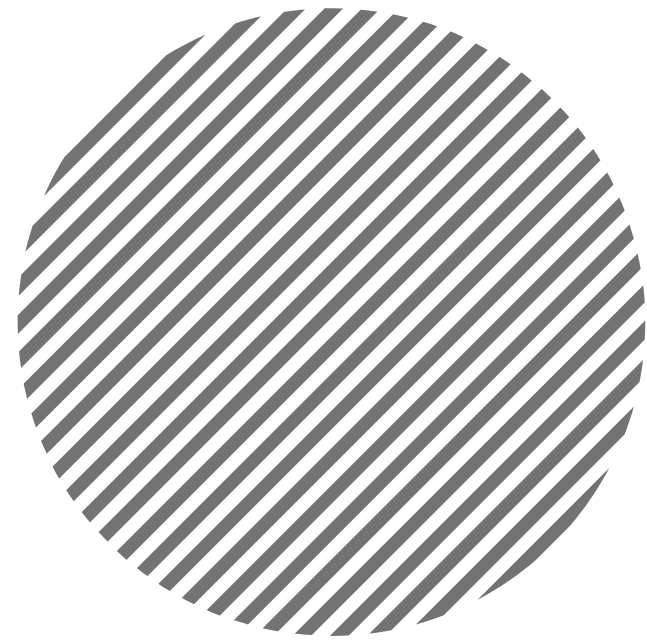
# ÉTABLIR UN DIAGNOSTIC



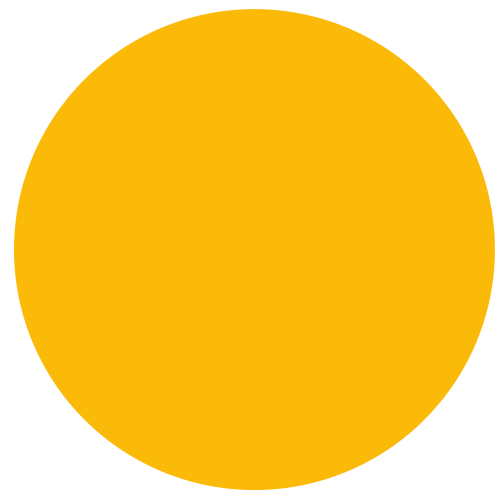


# FAIRE DES RECOMMANDATIONS

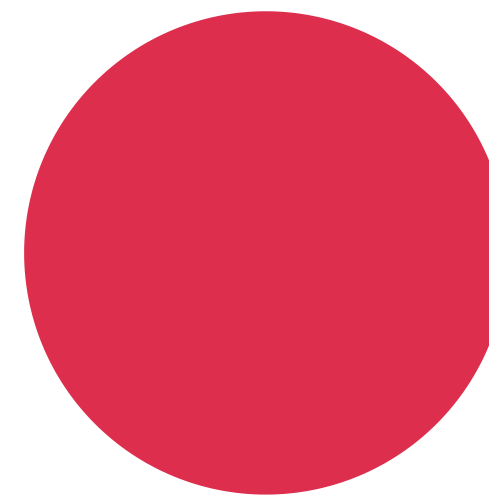
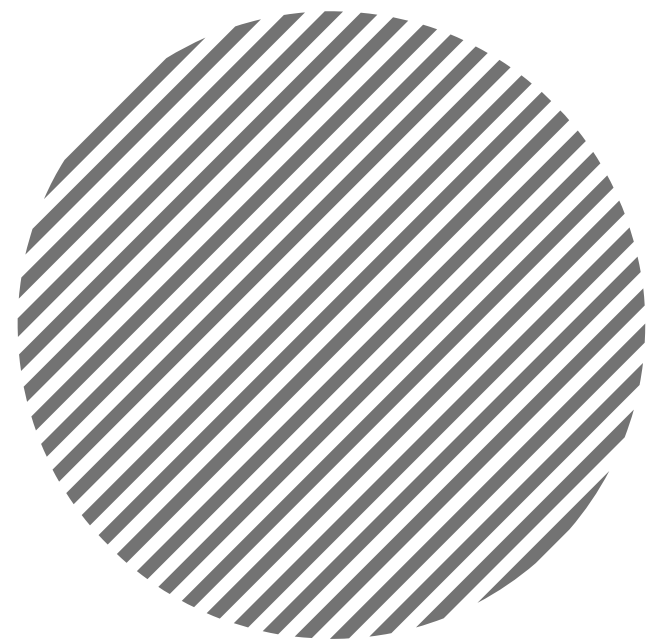




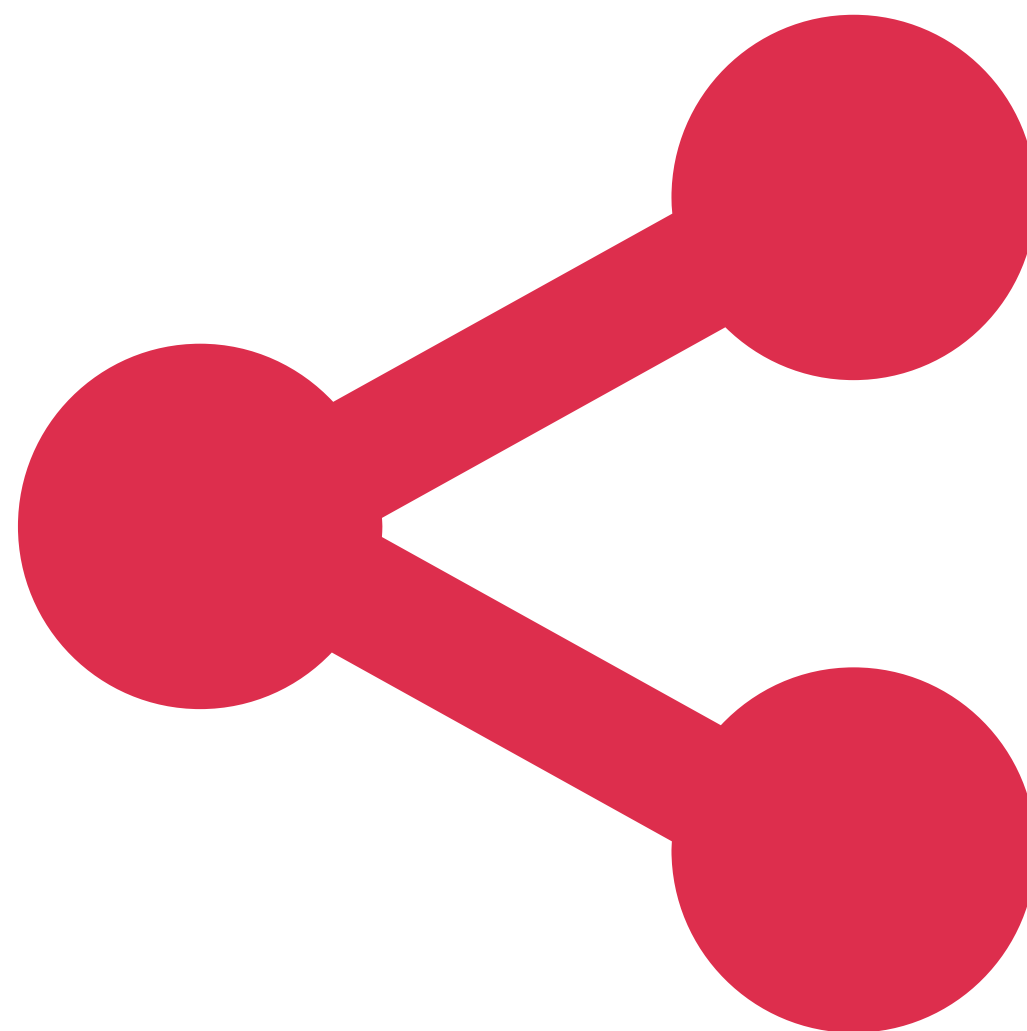
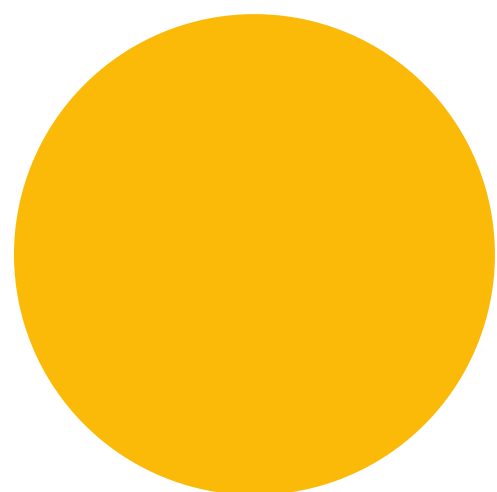
# FAIRE DE LA VEILLE



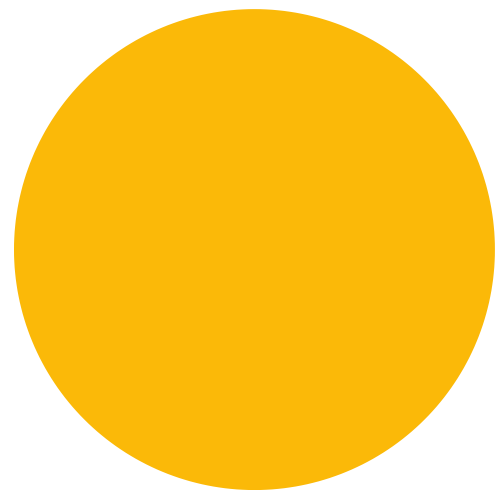
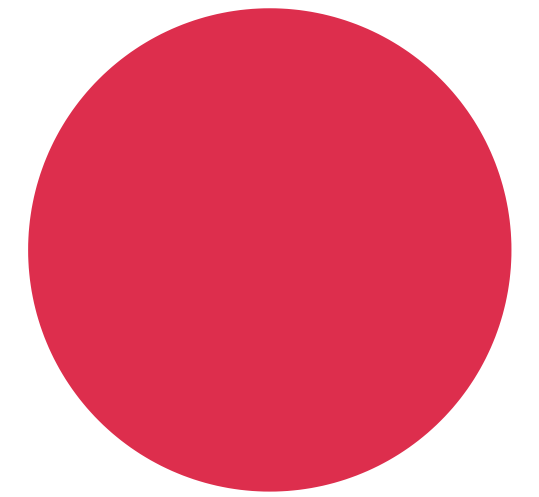
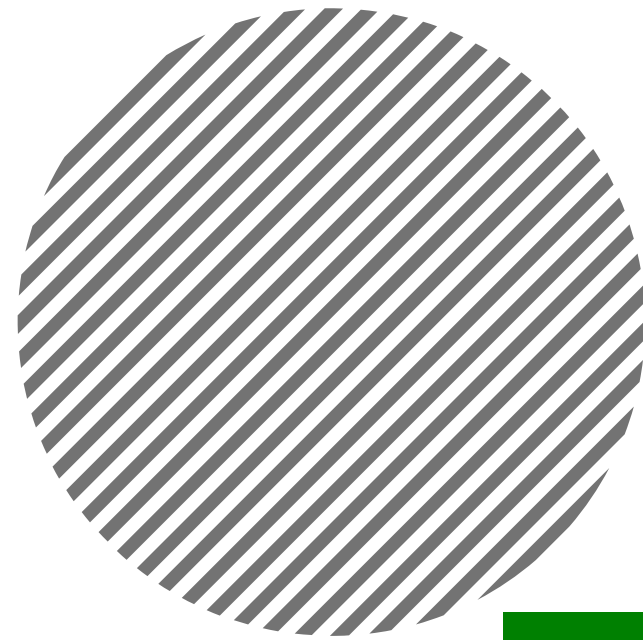




ÉT LA PARTAGER !



# AIDE À LA REFONTE D'UN SITE



**COMMANDO MUSEUM**

Créé en 1980, le "COMMANDO MUSEUM" illustre l'histoire des Commandos belges depuis 1942, année de leur création en Grande-Bretagne, jusqu'à nos jours.

Het "COMMANDO MUSEUM", opgericht in 1980, illustreert de geschiedenis van de Belgische Commando's vanaf hun oprichting in Groot-Brittannië in 1942 tot op heden.

Created in 1980, the "COMMANDO MUSEUM" illustrates the history of the Belgian Commandos since 1942, year of their creation of the Great Britain, till now.

A partir de janvier 2017 - Vanaf januari 2017

**MUSEE OUVERT TOUS LES SAMEDIS DE 13.00 à 18.00 Hrs**  
**MUSEUM OPEN ELKE ZATERDAG VAN 13.00 tot 1800 Uur**

**MUSEE OUVERT** pour les groupes (min. 10 personnes) tous les autres jours sur rendez-vous.  
Voir page 01 "Origines, accès et buts du Musée".  
Fermé le dimanche et jours fériés.  
**ENTREE TOUJOURS GRATUITE.**

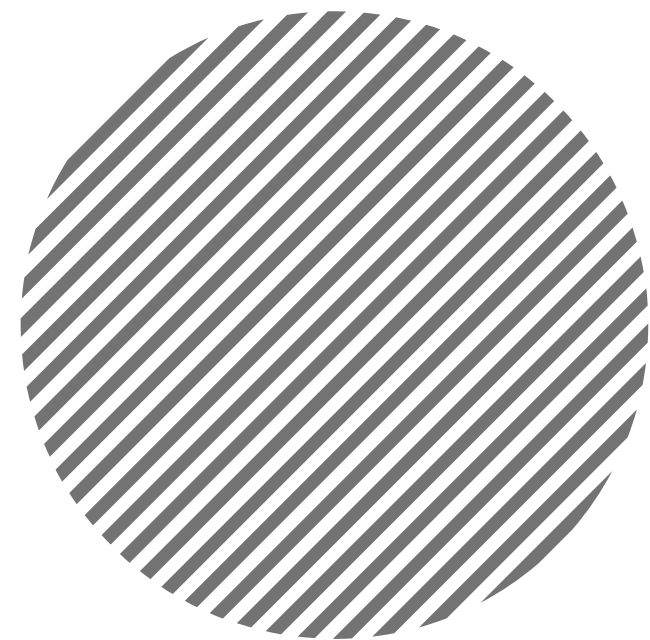
**MUSEUM OPEN** voor de groepen (min. 10 personen) alle andere dagen op afspraak.  
Zie Blz 01 "Oorsprong, toegang en doelen van het Museum".  
Gesloten op Zondagen en Feestdagen.  
**BEZOEK ALTIJD GRATIS.**

 **BIENVENUE**

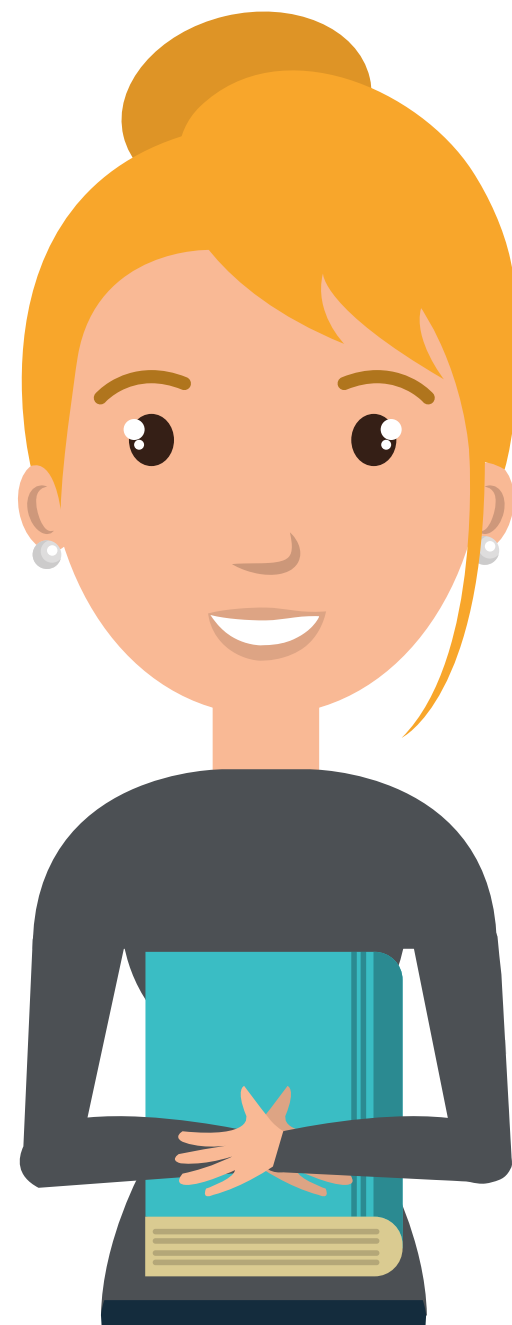
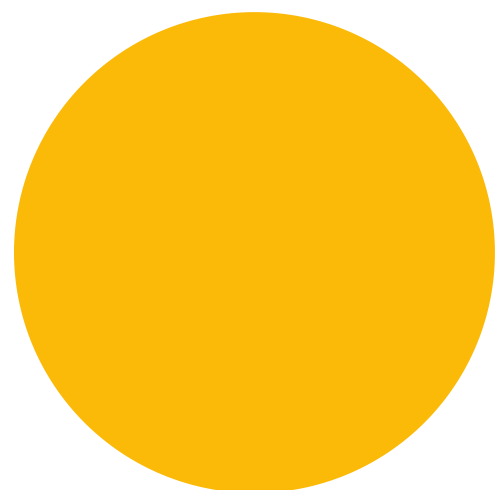
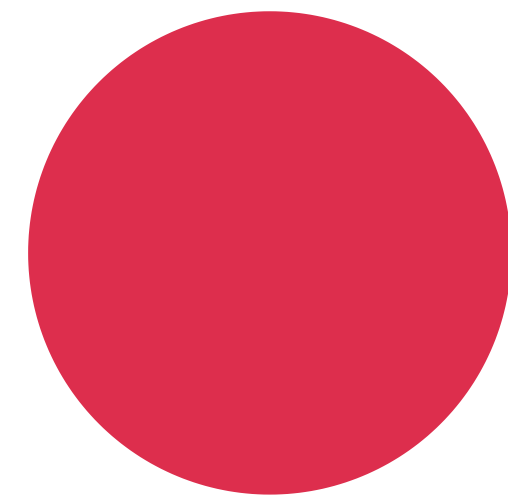
 

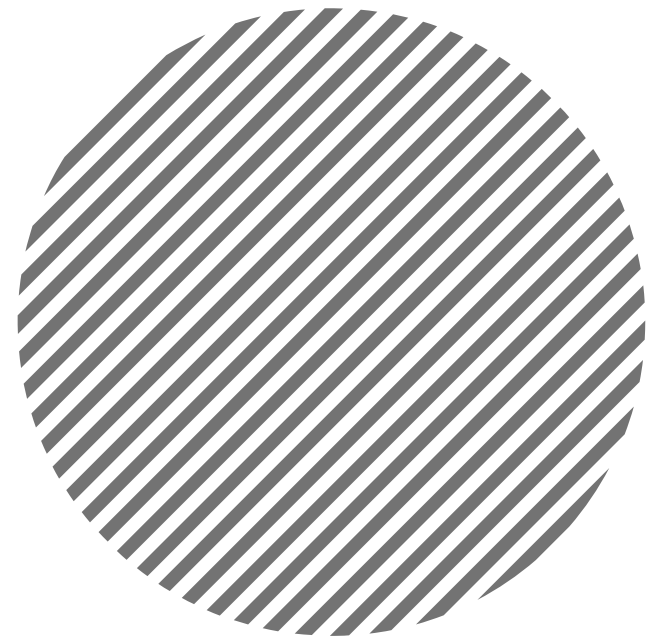
  
Vous écoutez la Marche des Commandos  
U beluistert de Mars der Commando's  
You listen to the March of the Commandos

**visite en FRANÇAIS**      **bezoek in het NEDERLANDS**      **ENGLISH Tour**

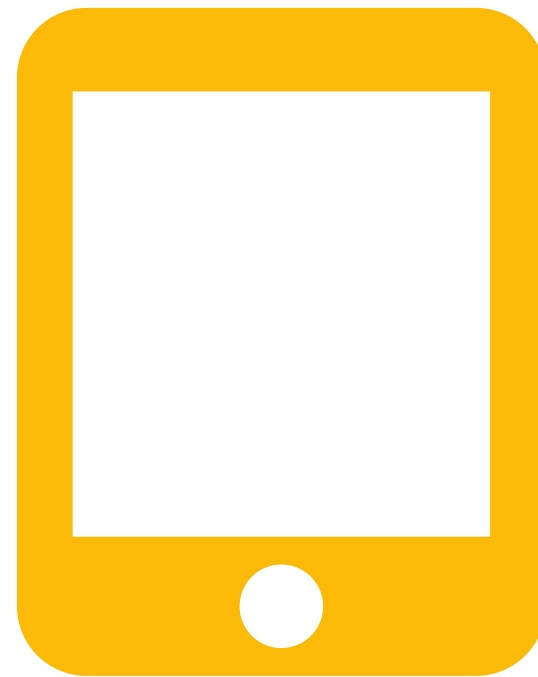
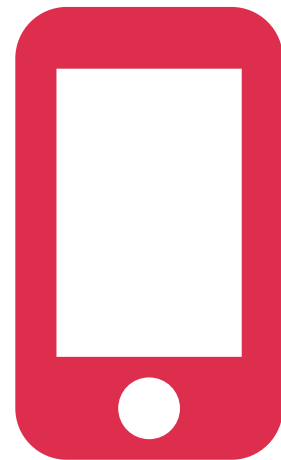
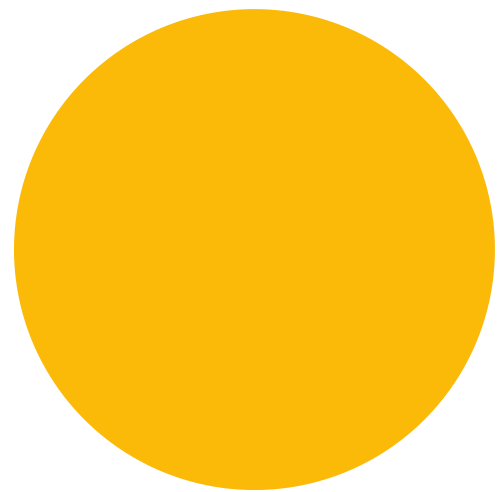
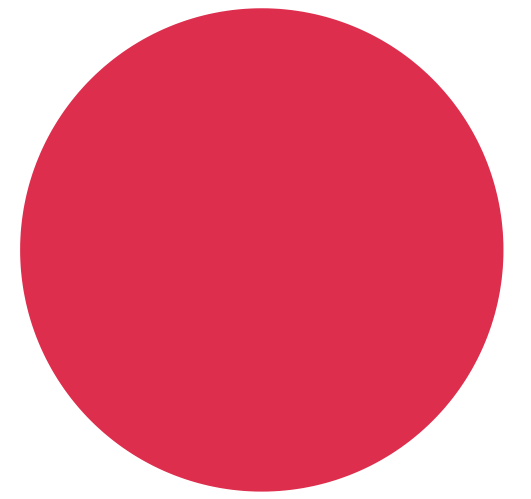


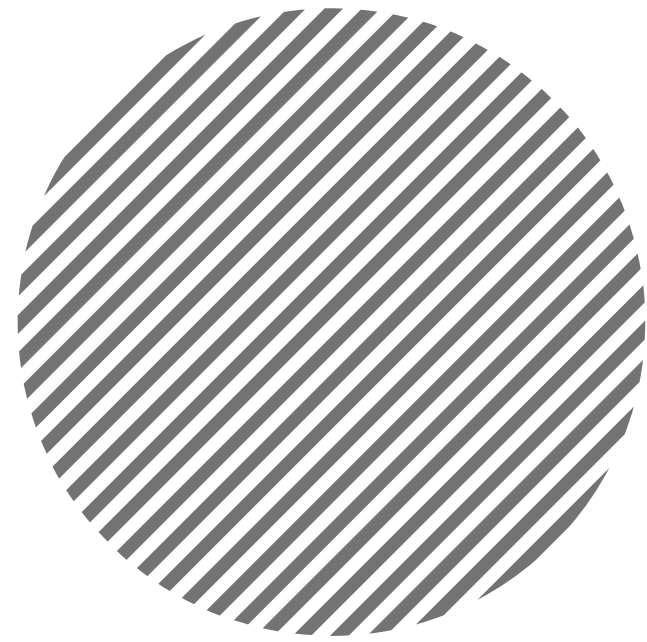
# FORMER LES OPÉRATEURS



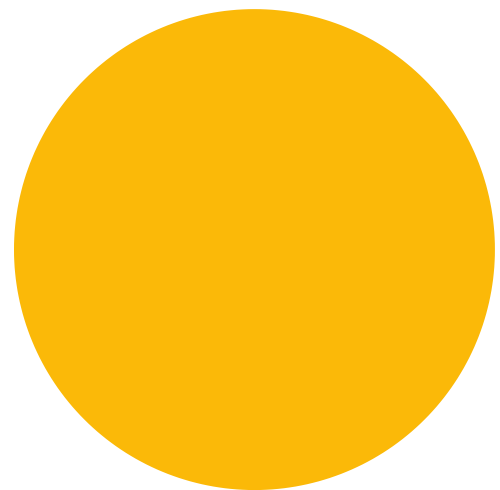
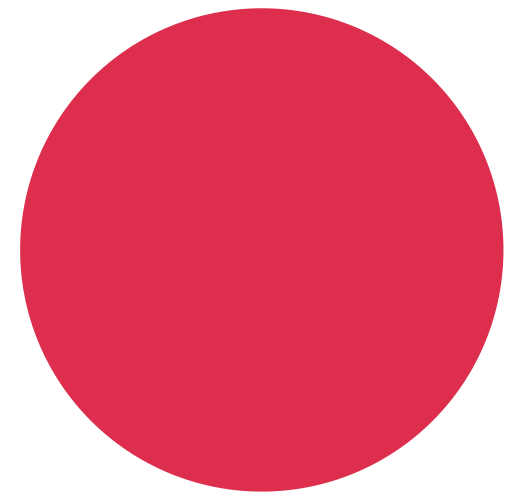


# SENSIBILISER AUX OUTILS NUMÉRIQUES

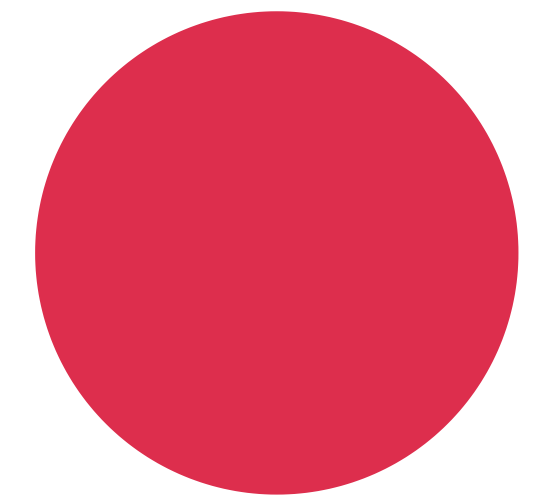
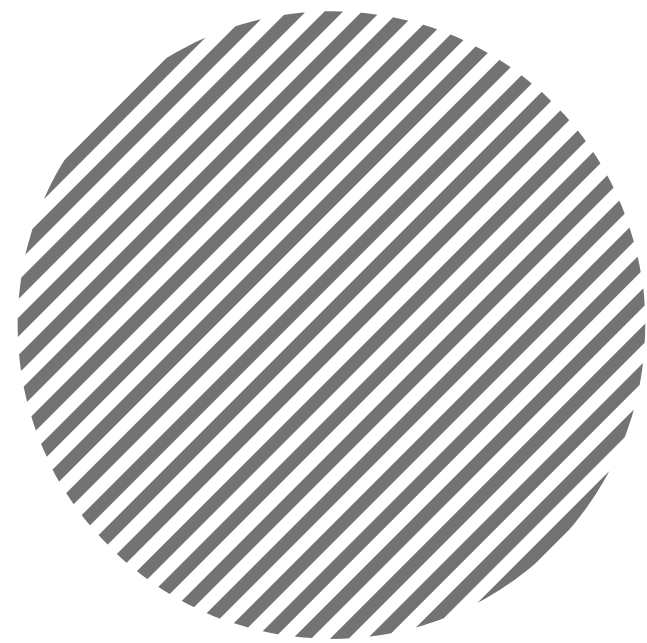




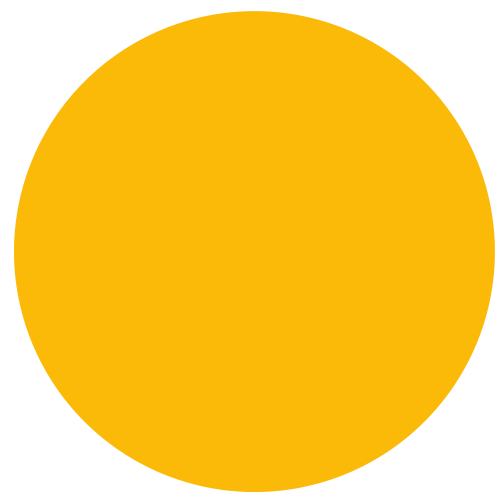
TOUT ÇA, GRATUITEMENT !



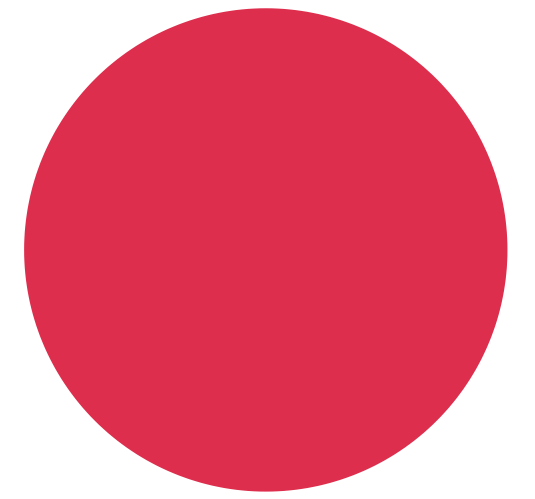
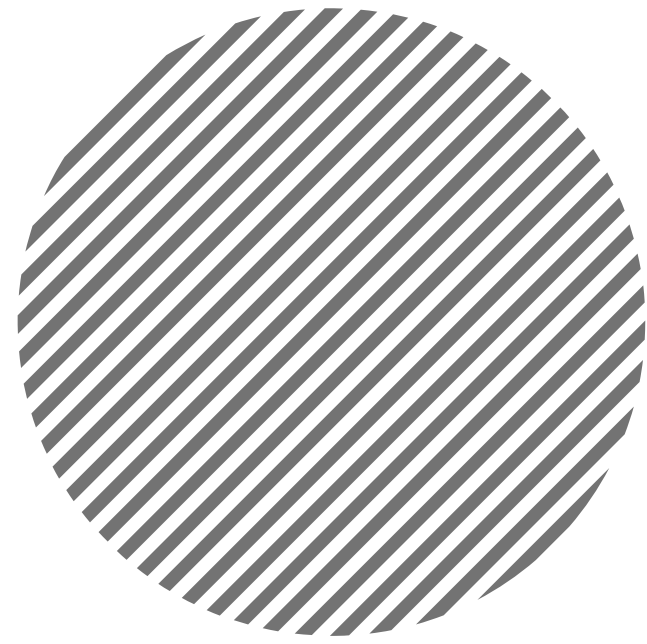
OFFERT PAR LE  
CGT ET LA  
PROVINCE DE  
HAINAUT



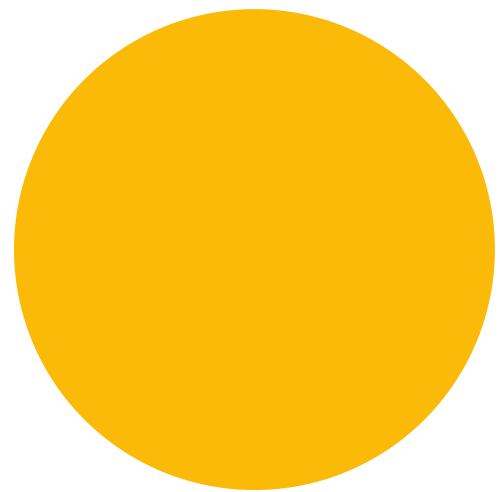
AU QUOTIDIEN, CONCRÈTEMENT,  
ÇA DONNE QUOI ?

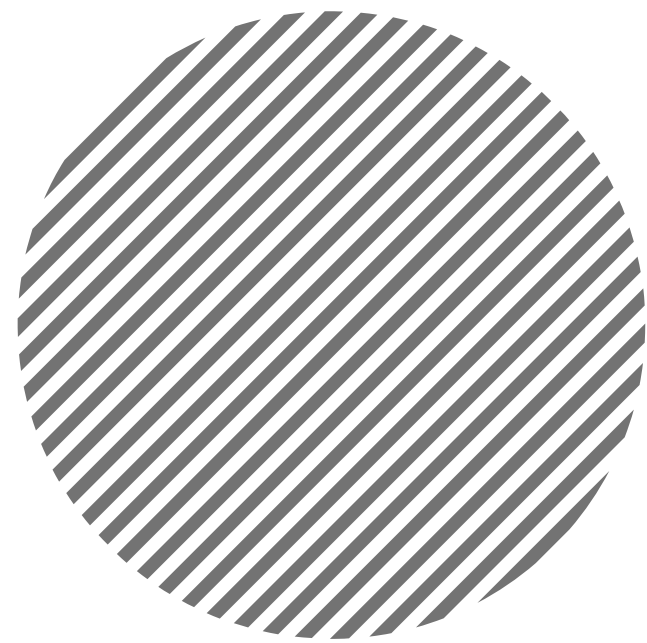




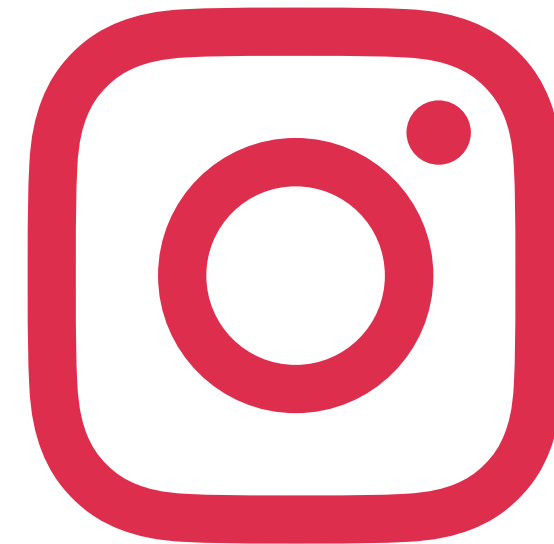
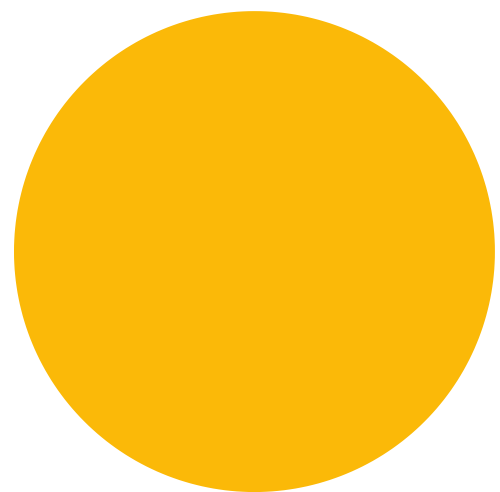


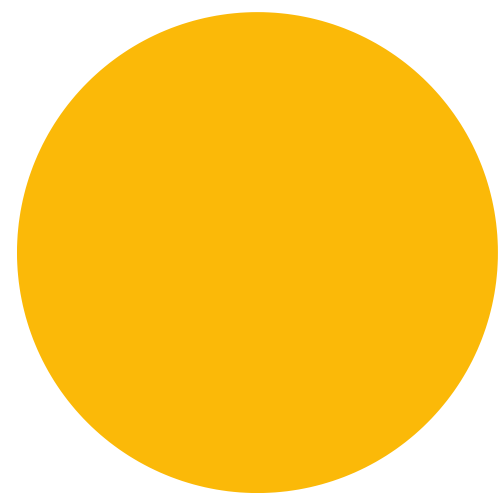
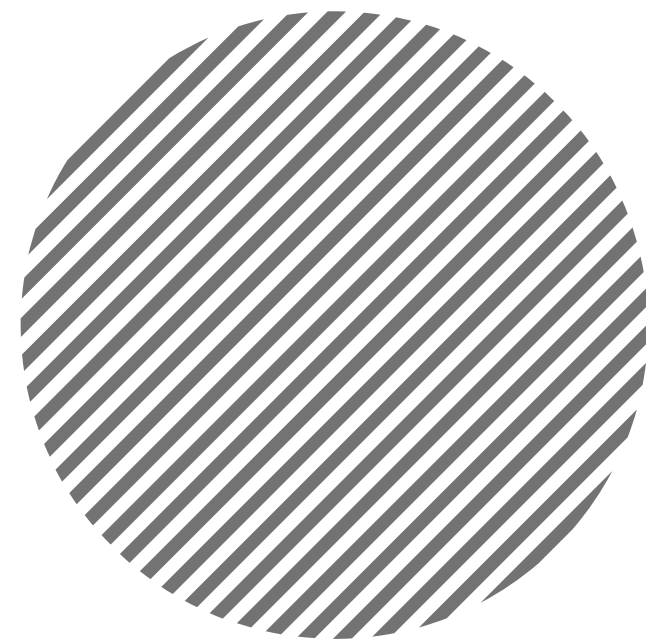
# ACCOMPAGNEMENTS INDIVIDUELS CHEZ L'OPÉRATEUR





# AU PRÉALABLE : ANALYSE DE LA PRÉSENCE EN LIGNE

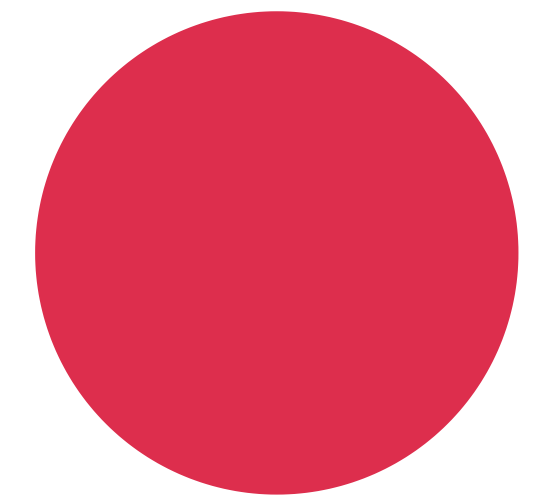




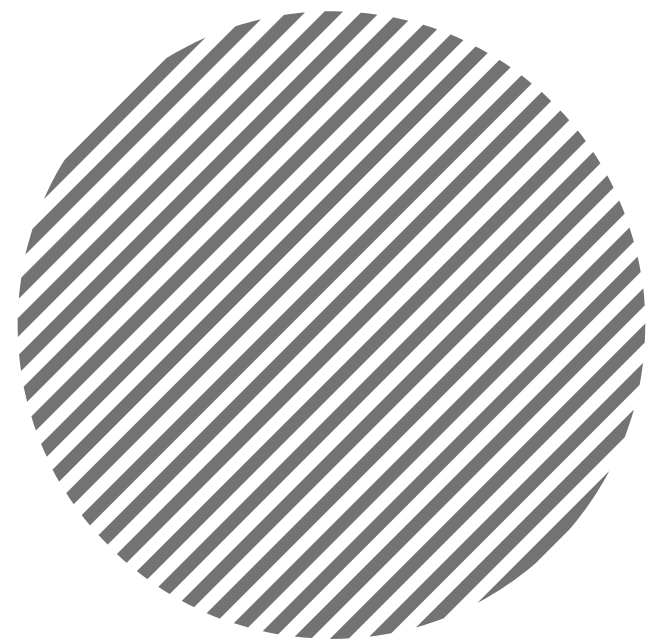
**DIAGNOSTIC ET  
RECOMMANDATIONS**  
OFFICE DU TOURISME - THUIN

**LORIS BENEDINI**  
ANIMATEUR NUMÉRIQUE DE  
TERRITOIRE - VISIT HAINAUT

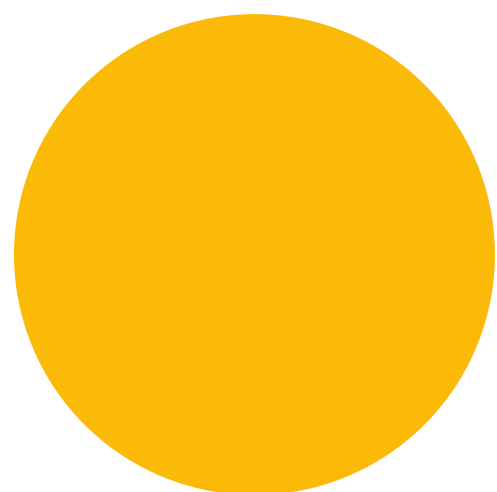
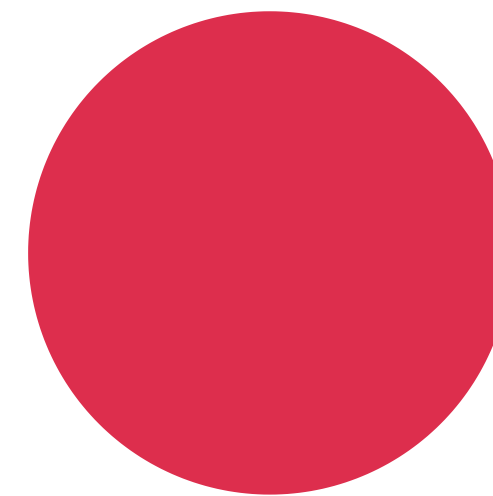
✉ [Loris@visithainaut.be](mailto:Loris@visithainaut.be)  
☎ 0479/ss.88.92  
👉 [Visithainaut.be](http://Visithainaut.be)

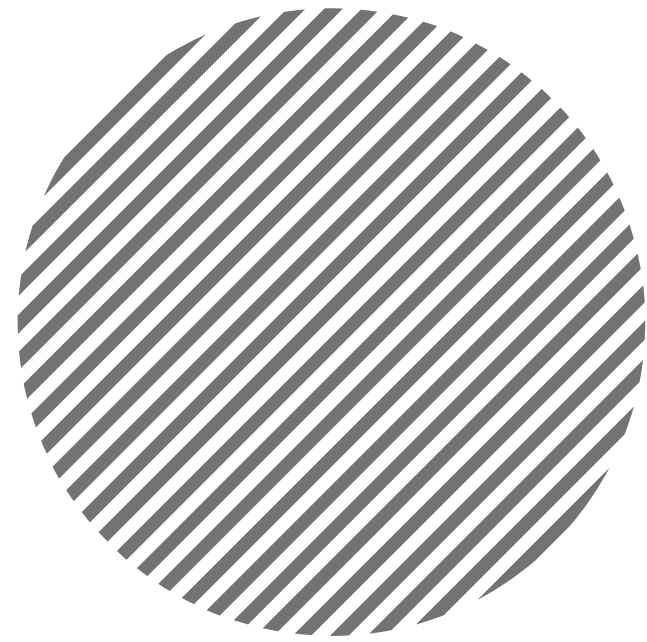


ET REMISE D'UNE  
BROCHURE À  
L'OPÉRATEUR

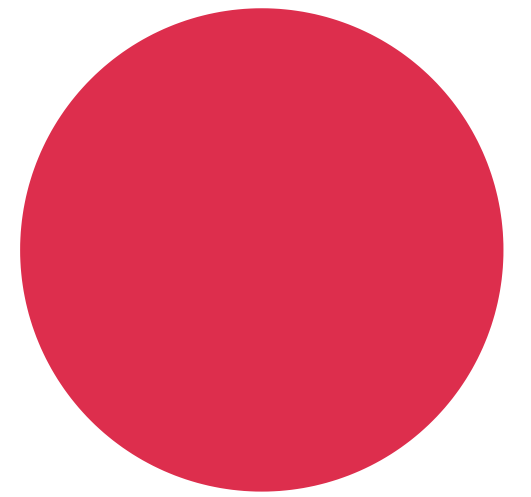


# ATELIERS THÉMATIQUES

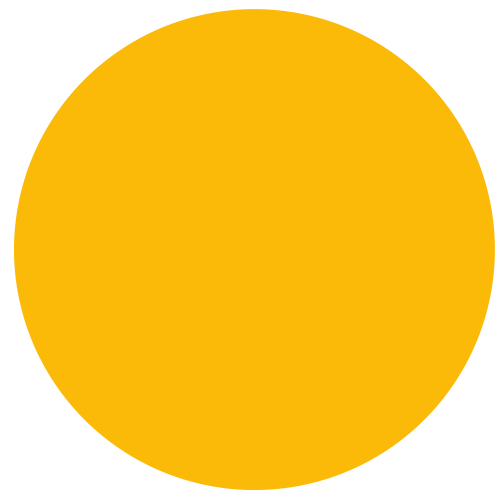




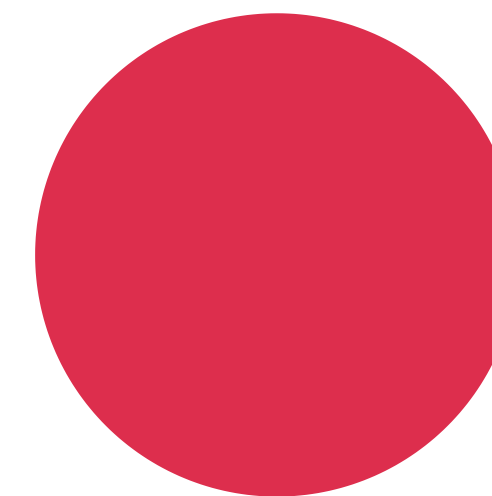
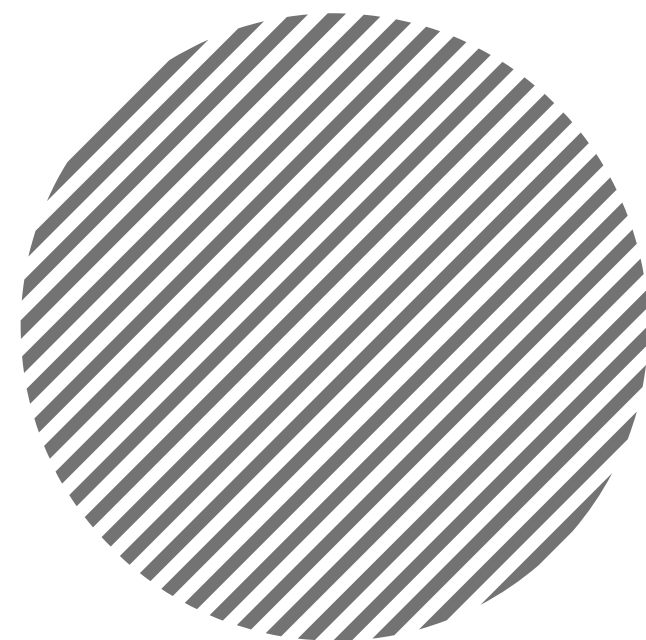
# ATELIERS THÉMATIQUES



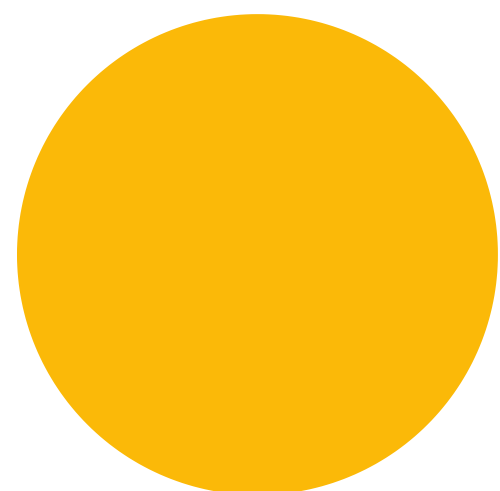
ATELIER DE 2-3H DE MINIMUM  
3 PERSONNES, CHEZ L'OPÉRATEUR



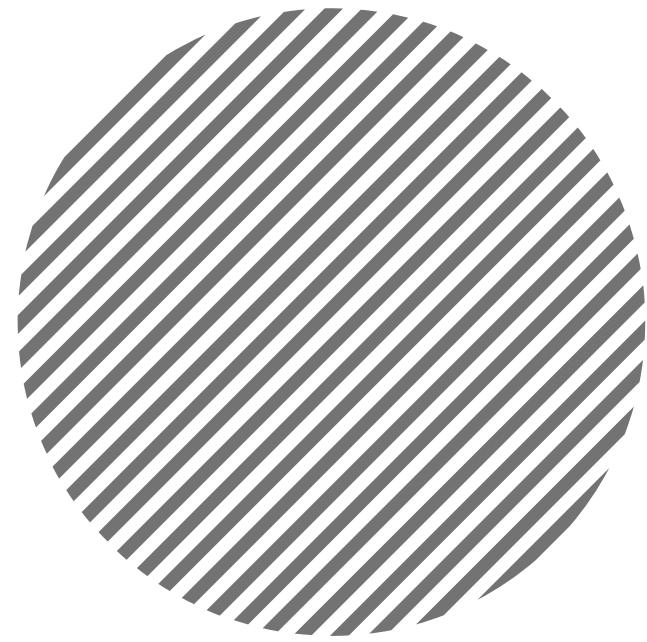
# SUIVIS D'ÉTUDIANTS



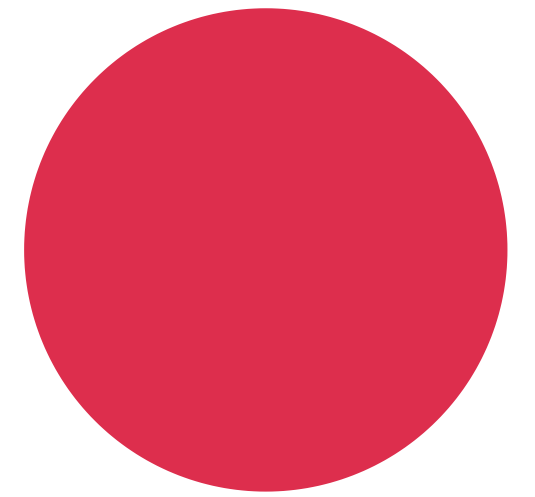
- TOURNAI
- SAINT-GHISLAIN
- CHARLEROI
- LA LOUVIÈRE



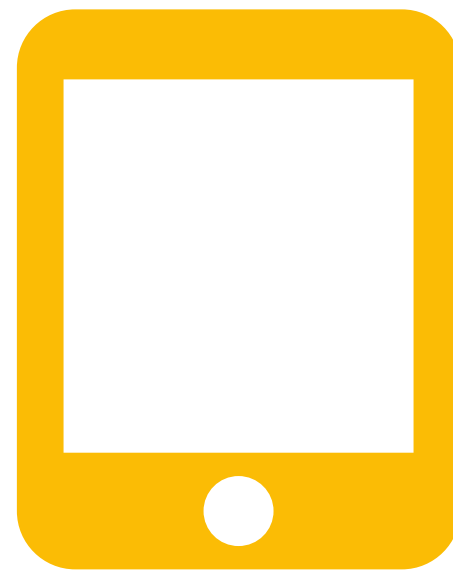
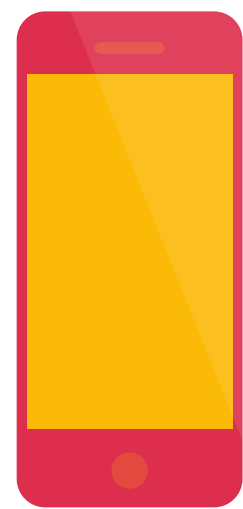
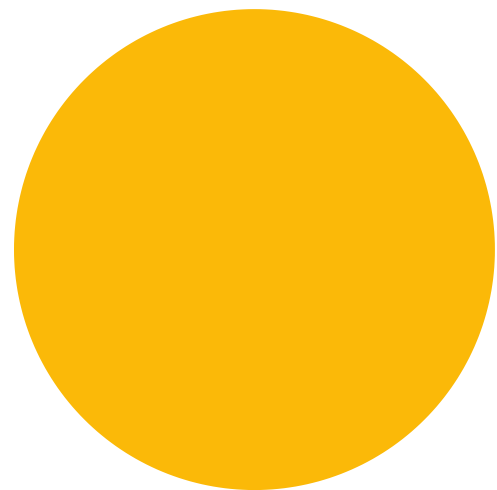


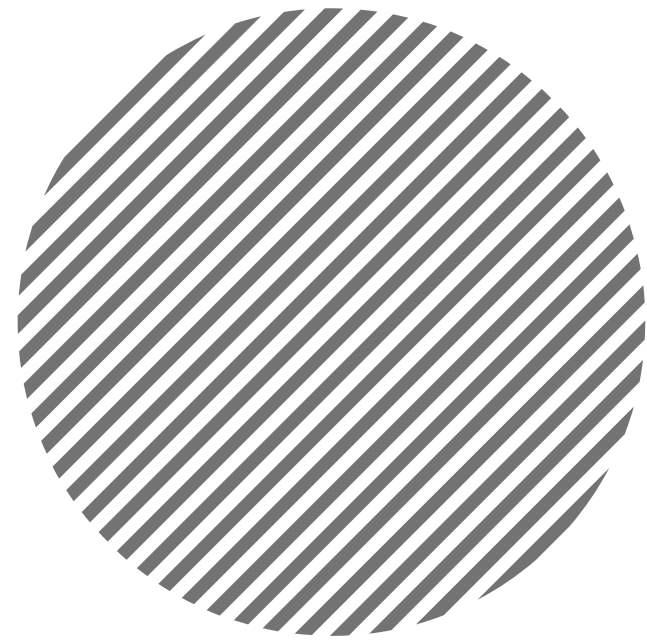


# TOURNAI

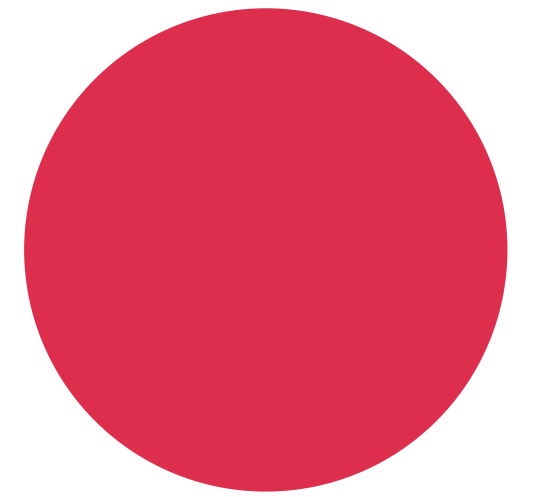


TRAVAIL DE GROUPES D'ÉTUDIANTS : ANALYSER LA PRÉSENCE EN  
LIGNE D'OPÉRATEURS ET PROPOSITION DE SOLUTIONS  
NUMÉRIQUES

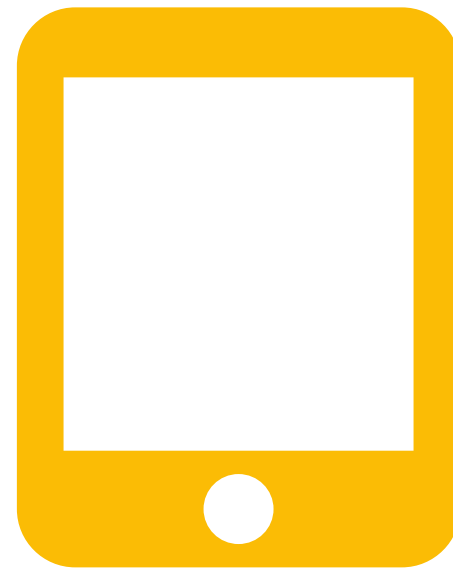
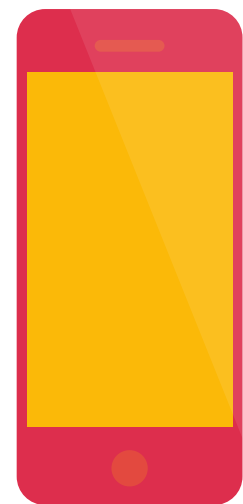
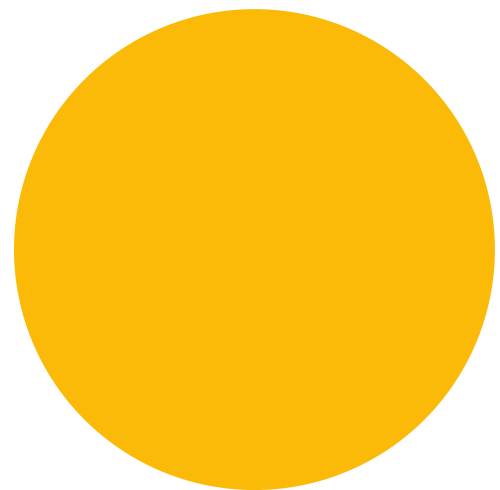


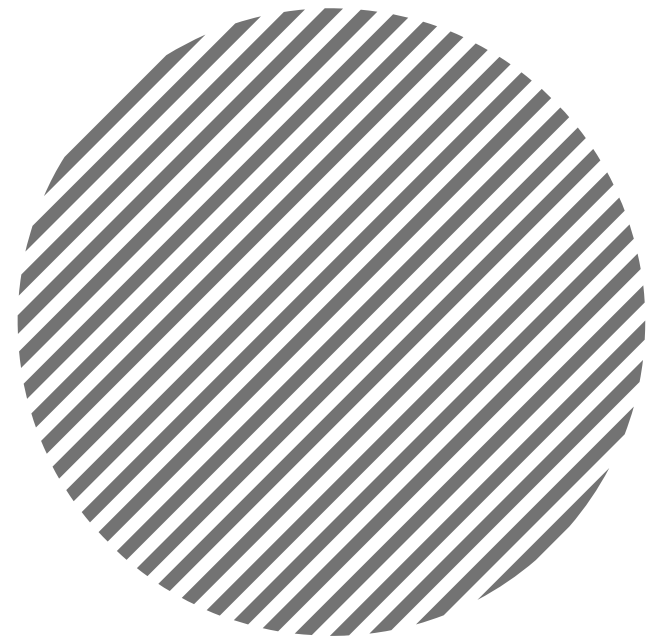


# SAINT GHISLAIN ET CHARLEROI

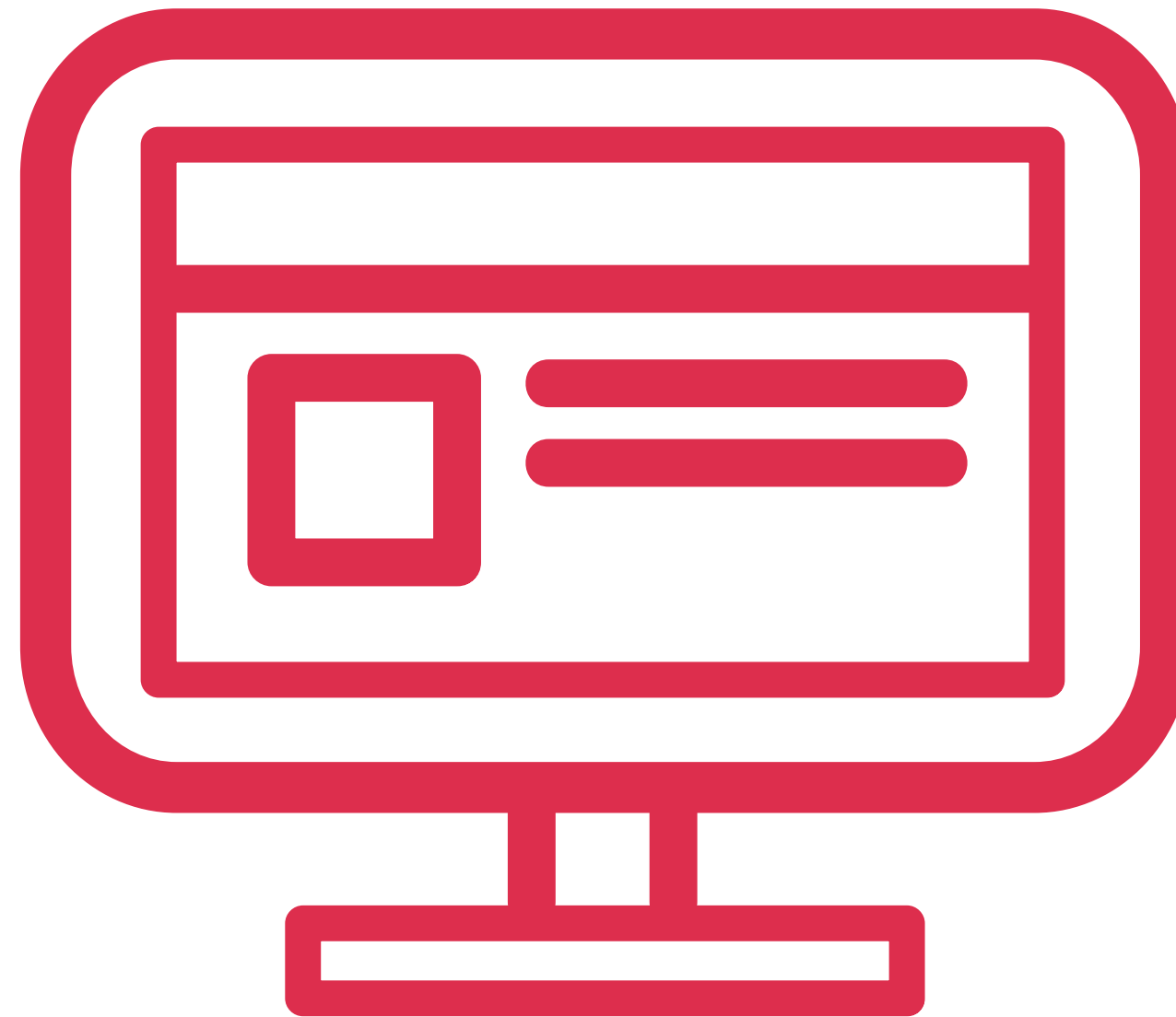
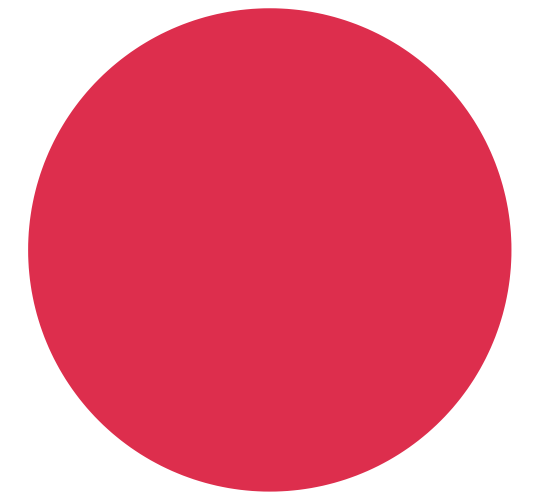


- ATELIERS FACEBOOK, INSTAGRAM, SEO, COMMUNITY MANAGEMENT
- EXAMENS DE JUIN : QUESTIONS ET CORRECTION DES COPIES

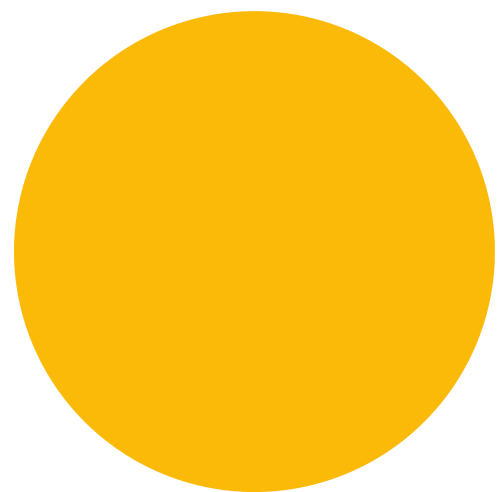




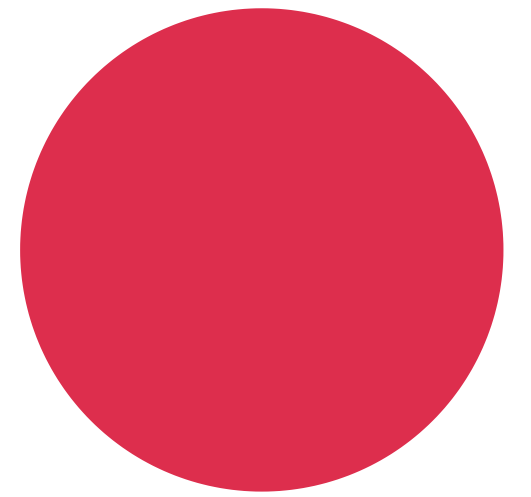
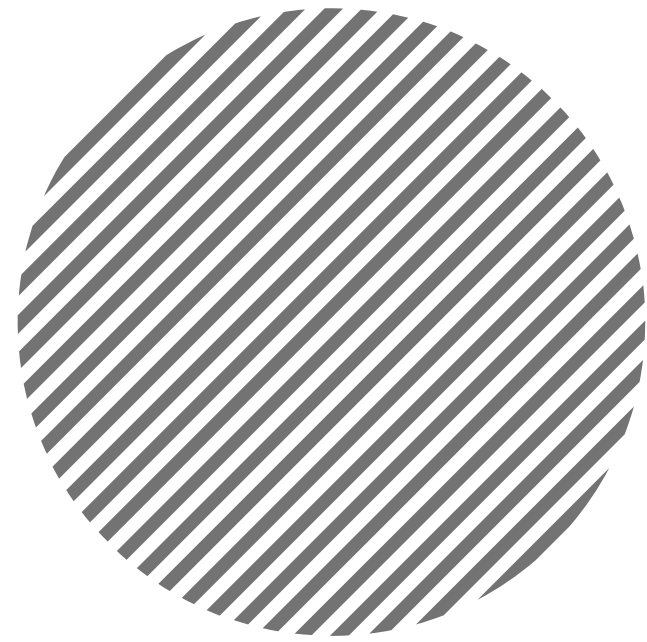
# AUTRES TRAVAUX



AIDE À DISTANCE POUR  
L'OPÉRATEUR



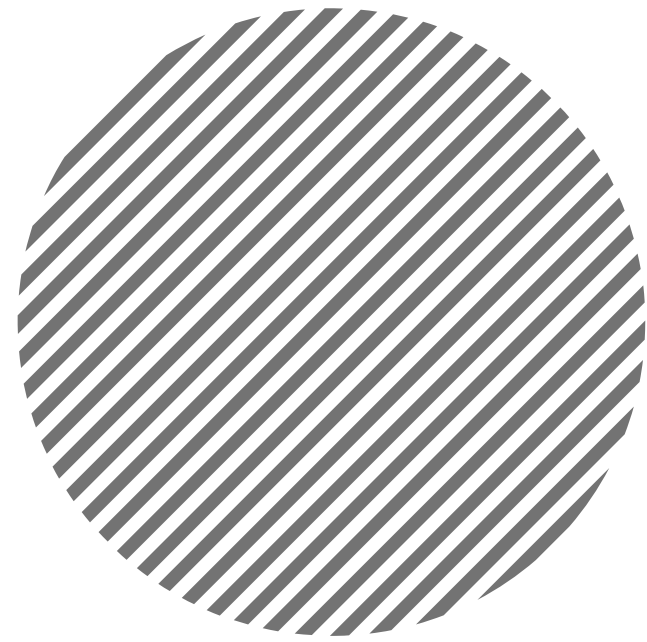
... ET LE NOUVEAU GROS PROJET



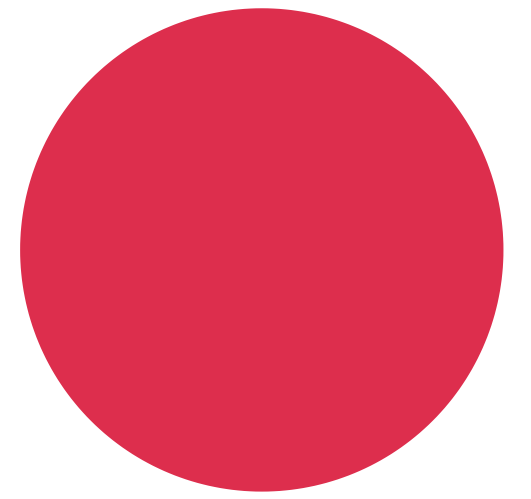
**Wallonie**  
**Belgique**  
**Tourisme**



**elloha**



# RELAIS DE TERRAIN POUR WBT





# TUTORIELS

## LES LISTES !

TUTORIEL POUR UTILISER

## MAILCHIMP

*Par Loris Benédini*  
Animateur numérique - Chargé de  
communication numérique - Visit  
Hainaut

Un service offert par la Fédération du Tourisme  
de la Province de Hainaut



Et voilà votre liste créée ! Si vous voulez ajouter des contacts à  
cette liste, cliquez sur le nom de la liste :

Lists	Subscribers	Opens	Clicks	Actions
<input type="checkbox"/> <a href="#">Copy of Festival Out of the Books</a> Created Feb 27, 2019 4:59 am	0	0.0%	0.0%	+ Add contacts Status
<input type="checkbox"/> <a href="#">Evocation</a> Created Feb 17, 2019 3:01 pm	67	28.8%	7.6%	+ Add contacts Status
<input type="checkbox"/> <a href="#">Festival Out of the Books</a> Created Jan 31, 2019 9:21 am	155	62.2%	14.7%	+ Add contacts Status

Ensuite, cette page apparaît. Cliquez sur "Add contacts", puis  
sur "Import contacts"

View contacts

[Add a subscriber](#)

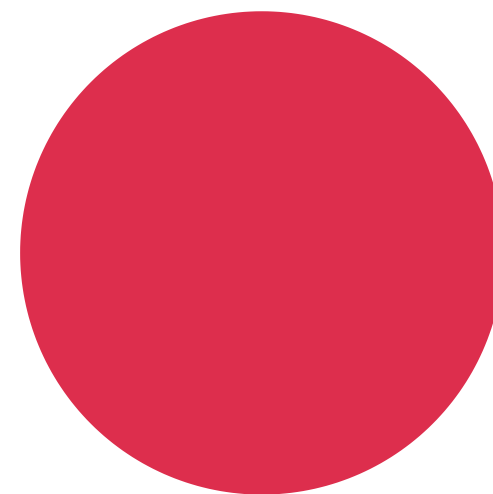
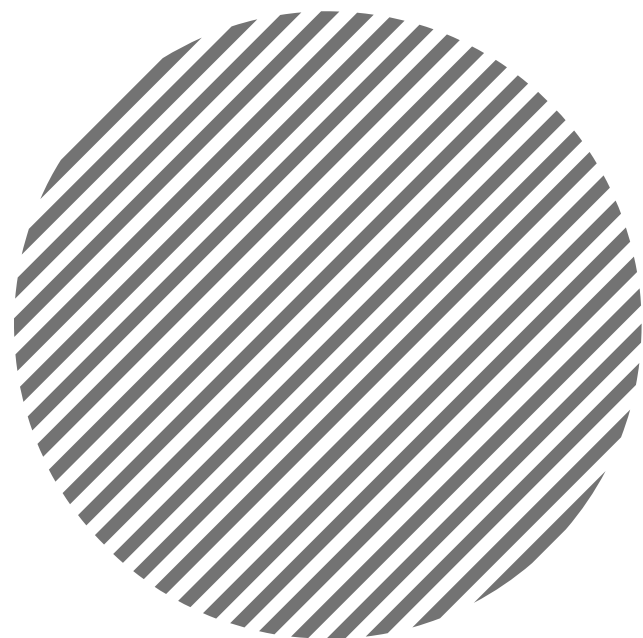
[Import contacts](#)

You have no contacts  
[Import contacts](#) or [create a signup form](#) to get started.

**VISIT HAINAUT**  
Visithainaut.be  
Rue des Clercs, 31, 7000 Mons



# DIAGNOSTICS SUR UNE THÉMATIQUE PRÉCISE



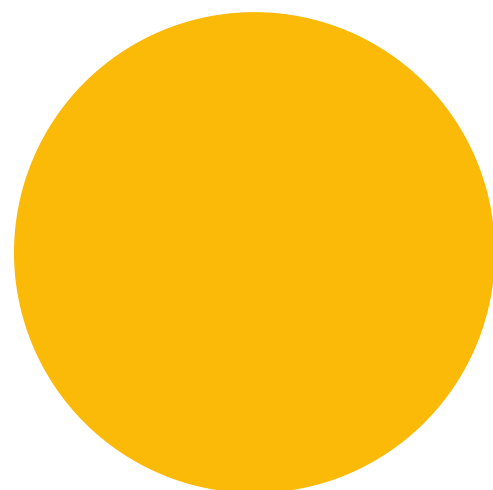
## DIAGNOSTIC DE LA PAGE LINKEDIN DE L' **OFFICE DU TOURISME DE THUIN**

L'ANIMATION NUMÉRIQUE DE TERRITOIRE EN HAINAUT

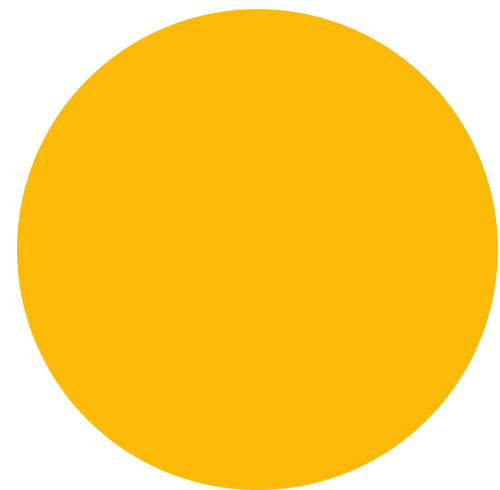
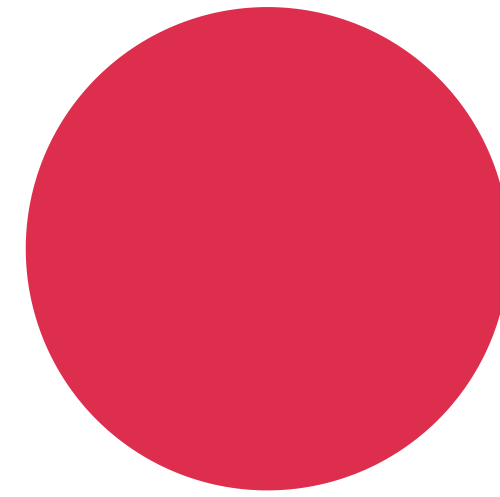
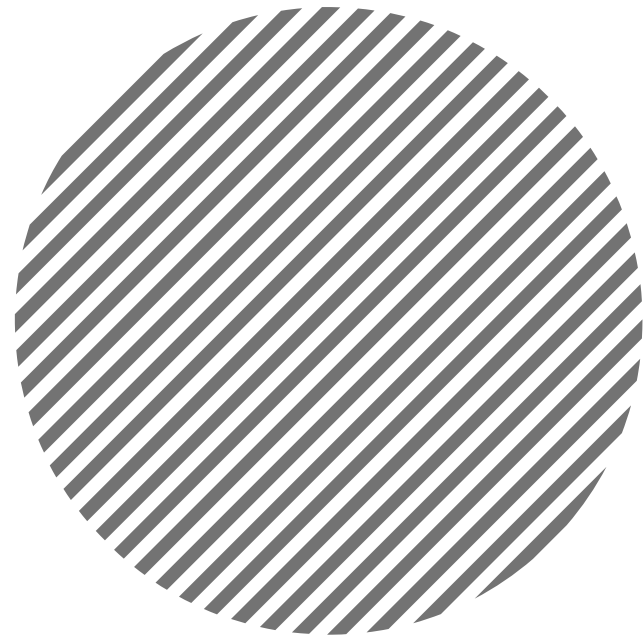


**VISIT HAINAUT**

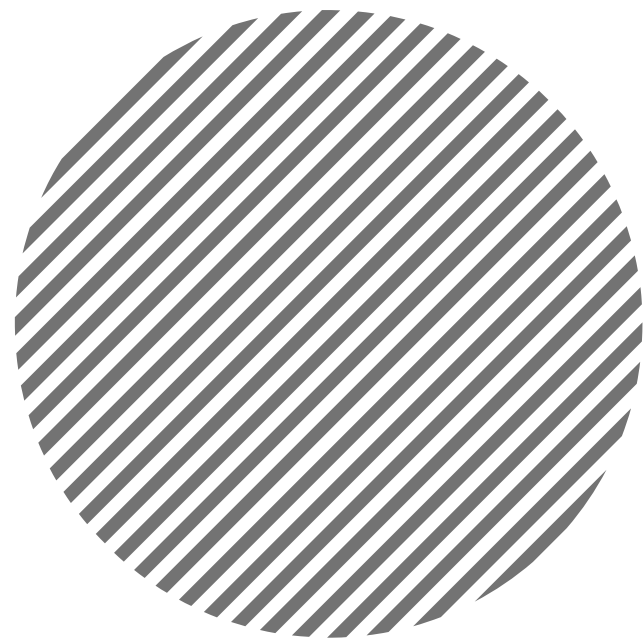
Loris Benedini - Animateur Numérique de  
Territoire du Hainaut



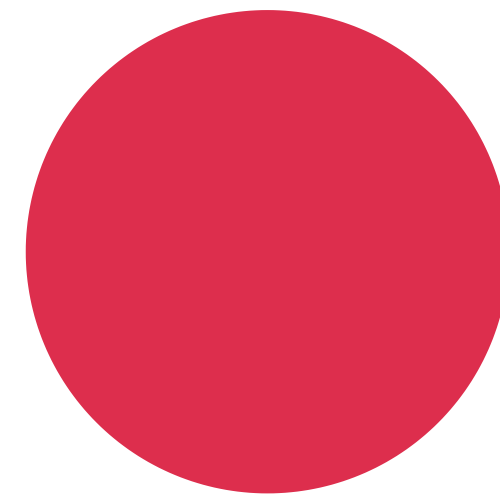
# AIDE À LA CONFECTION DE PLANS DE COMMUNICATION



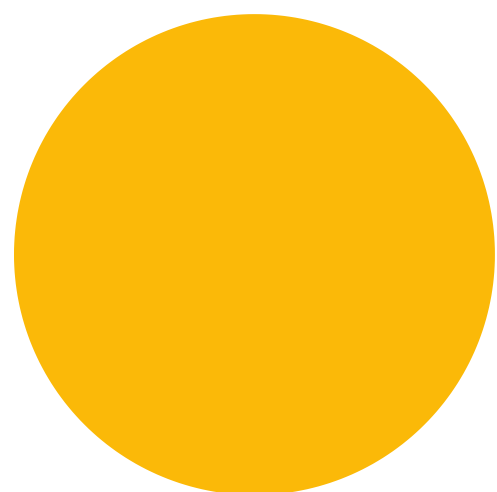
The cover features a white background with decorative elements: a yellow circle in the top-left, a red circle in the top-right, a yellow semi-circle in the bottom-center, and diagonal striped patterns in the bottom-left and bottom-right corners. At the top center is the logo for 'Wallonie tourisme CGT'. The main text is centered and reads: 'PLAN DE COMMUNICATION POUR', 'LE BOIS DU CAZIER' (in large red letters), and 'L'ANIMATION NUMÉRIQUE DE TERRITOIRE EN HAINAUT'. Below this is the 'ant' logo (a red speech bubble with 'ant' in white and yellow, and a red signal icon above it), flanked by two red circles. Underneath is the 'VISIT HAINAUT' logo and the name 'Loris Benedini - Animateur Numérique de Territoire du Hainaut'. At the bottom center is a stylized 'H' logo made of a grid of lines, with a yellow semi-circle below it.

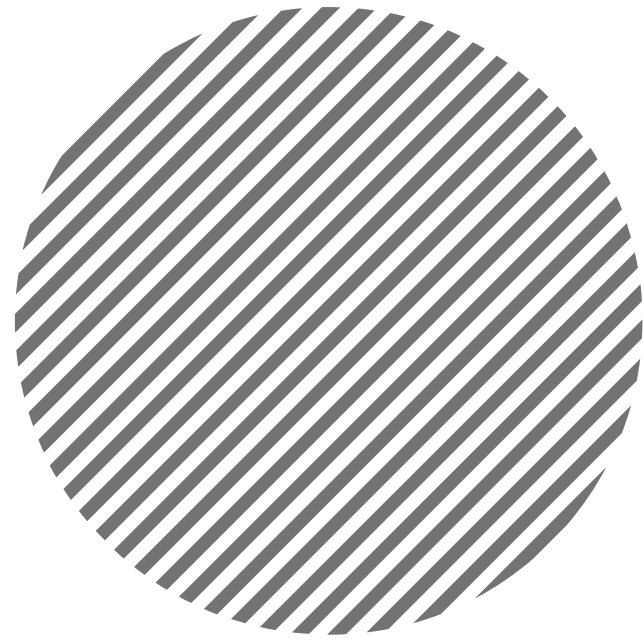


L'OBJECTIF PRINCIPAL :

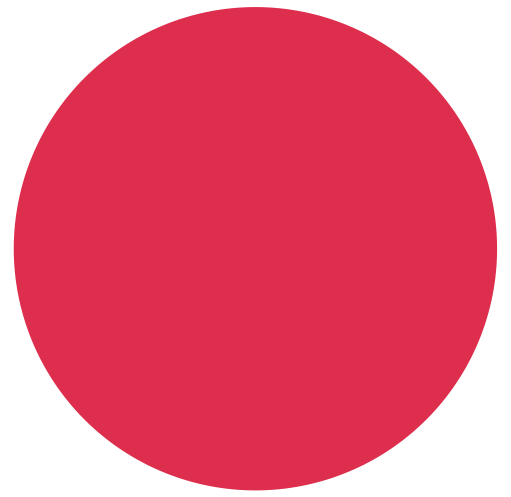


L'AUTONOMIE DES OPÉRATEURS !

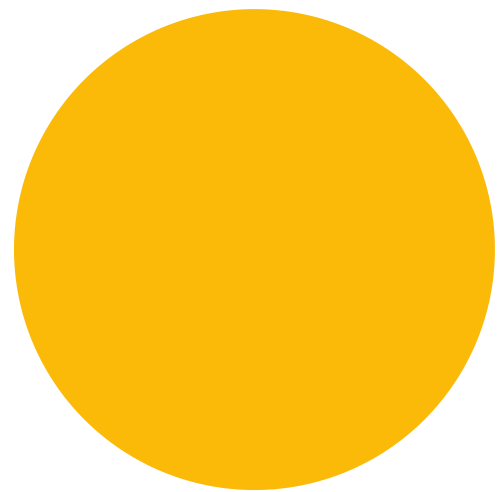




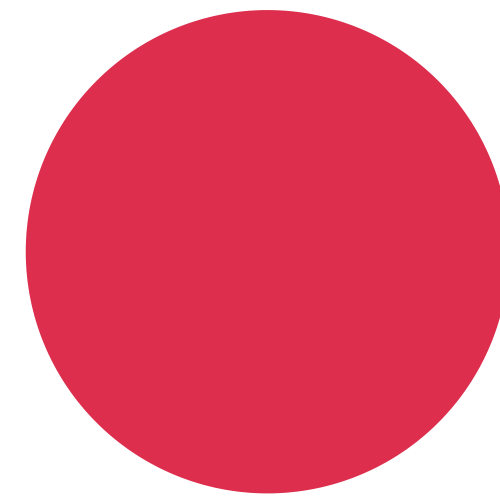
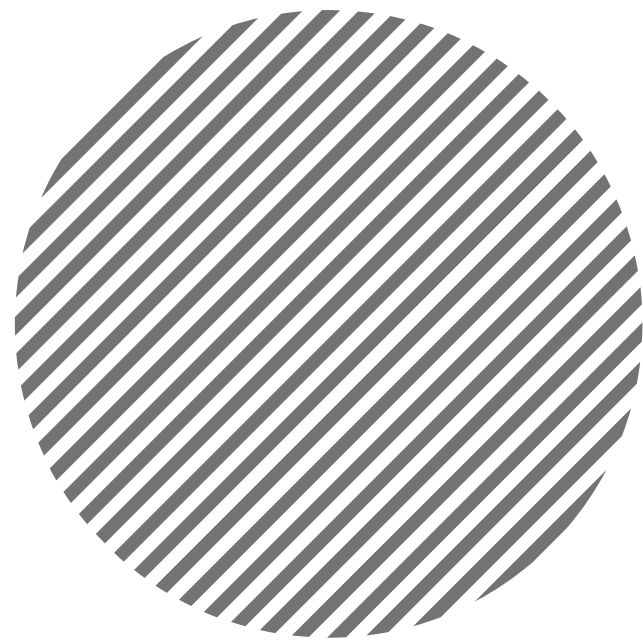
# Depuis 2016



- PLUS DE 110 OPÉRATEURS RENCONTRÉS EN ACCOMPAGNEMENT
- PLUS DE 90 OPÉRATEURS RENCONTRÉS LORS D'ATELIERS + LES ÉTUDIANTS
- COLLABORATION AVEC 4 HAUTES ÉCOLES
- ... SANS COMPTER LES PROJETS INTERNES DANS NOTRE FÉDÉ (COMMUNITY MANAGEMENT, REFONTE SITE WEB, ...)



Depuis Juillet 2019

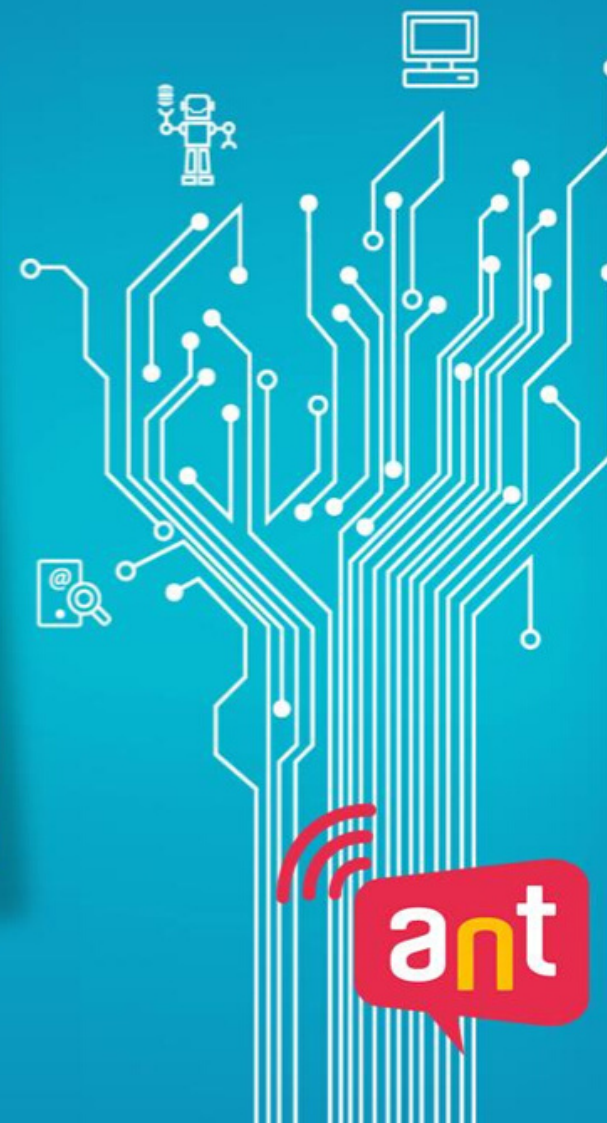


**WELCOME** TO THE **TEAM**

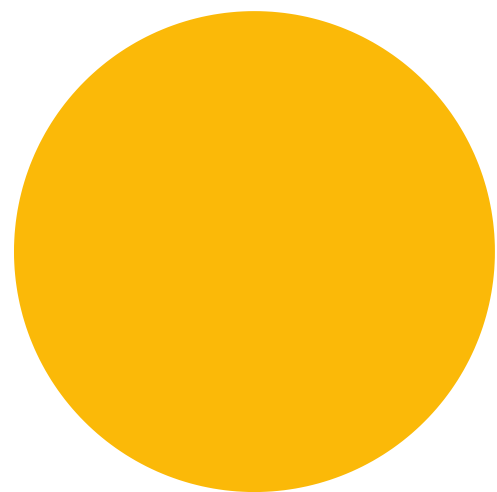


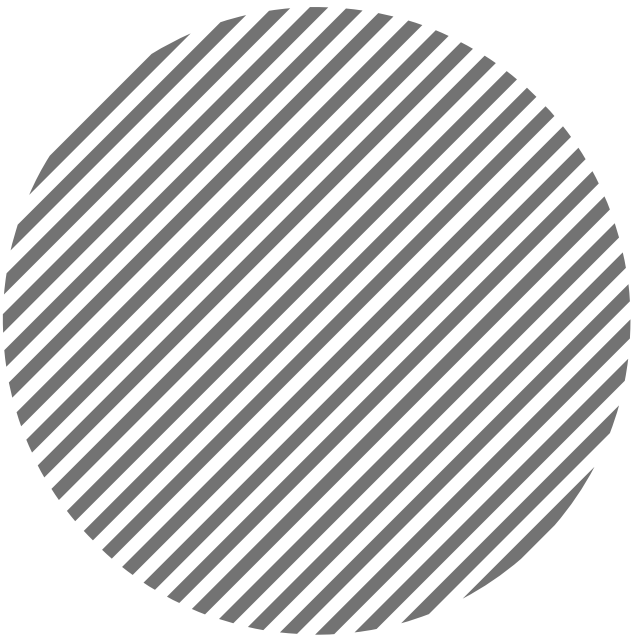
ESTEBAN (LE NOUVEAU)

LORIS (LE VIEUX)

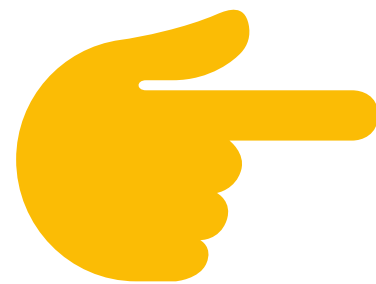
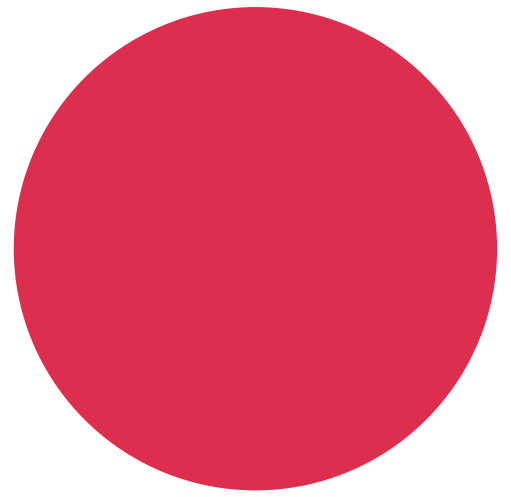


AU VU DE LA DEMANDE  
CROISSANTE, UNE ÉQUIPE  
DE 2 ANT !

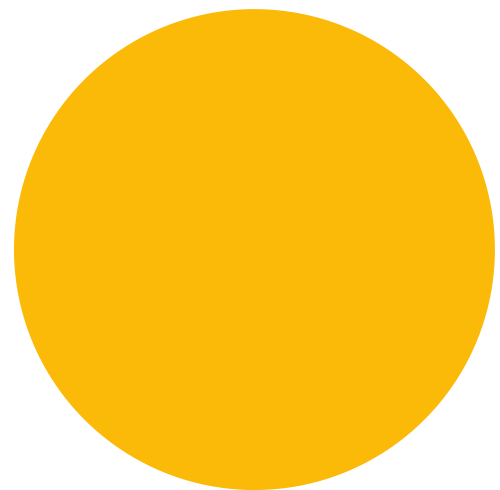




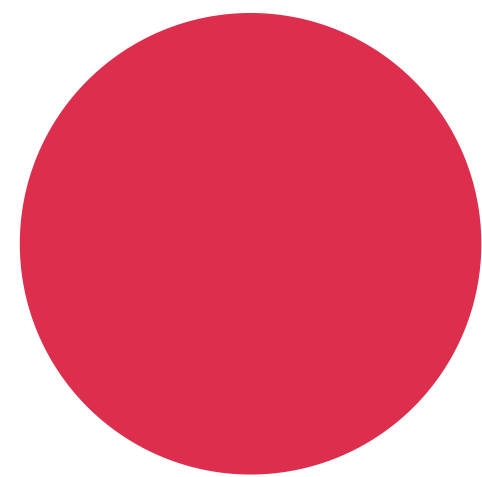
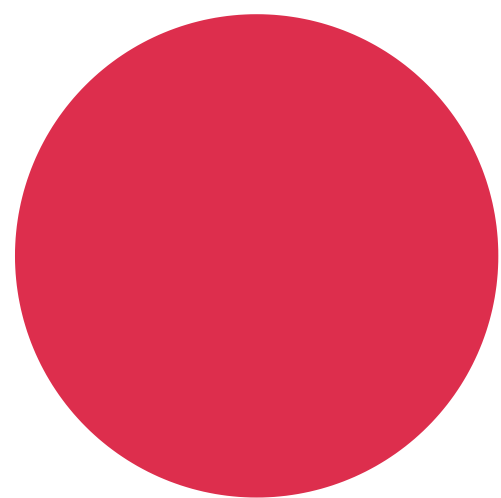
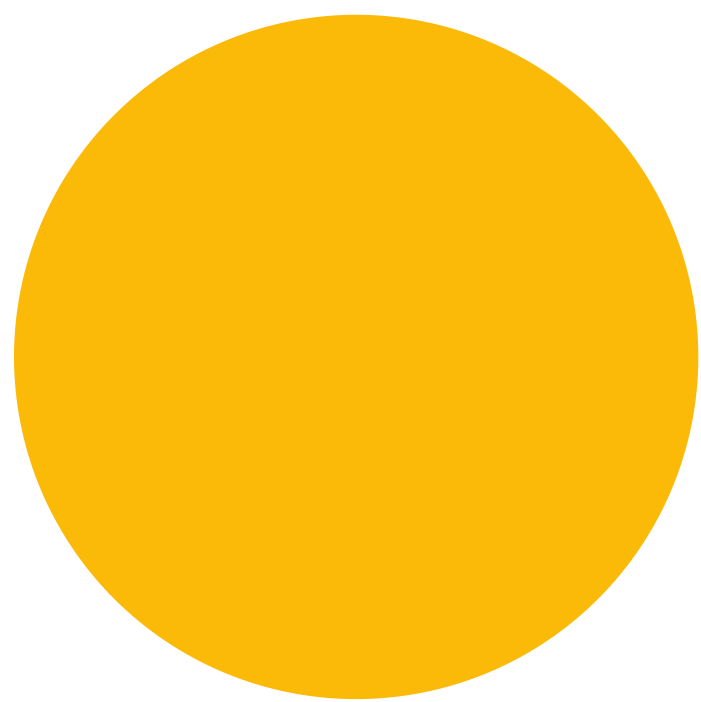
Nous contacter pour une  
rencontre ?



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VisitHainaut

