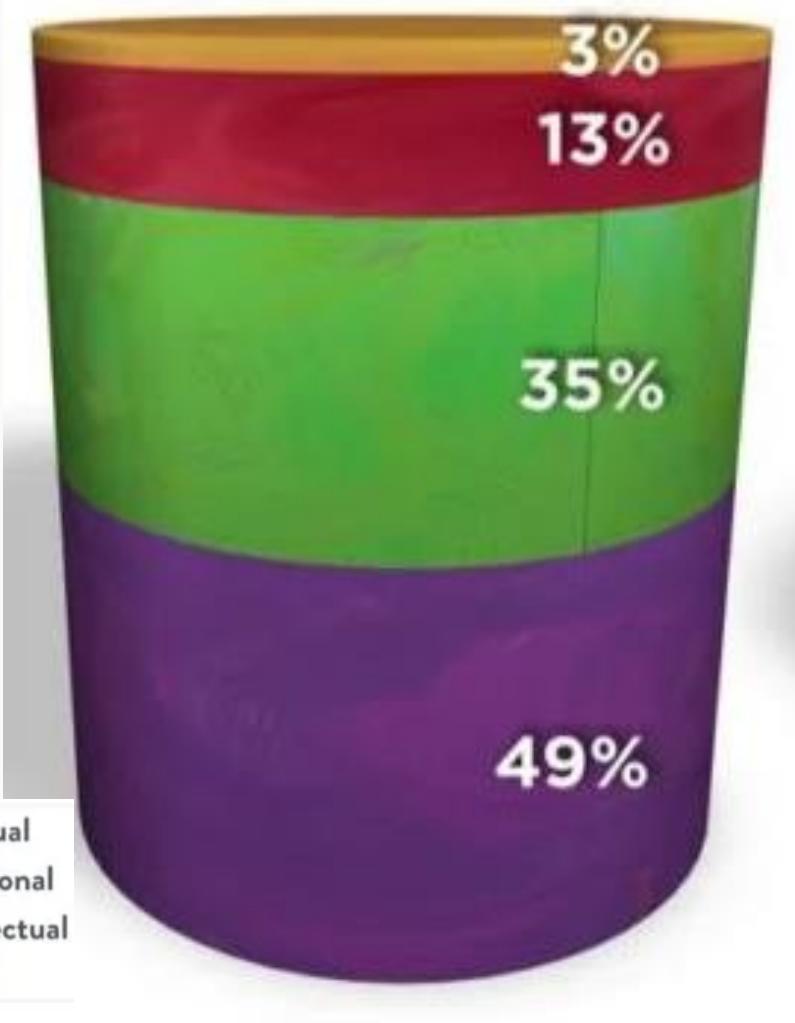


# bezielende plekken laten beleven

hoe digitale tools de ABC-beleving kunnen ondersteunen

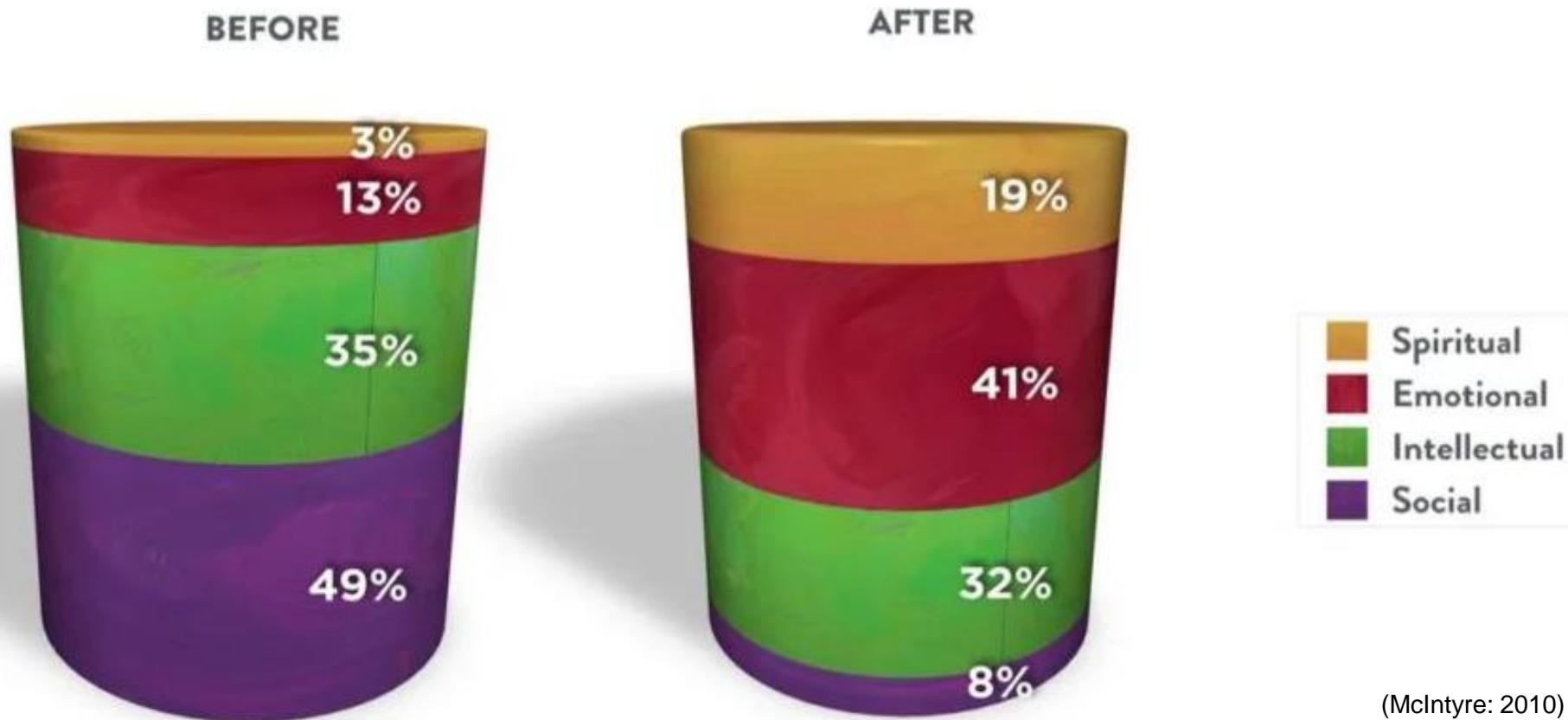


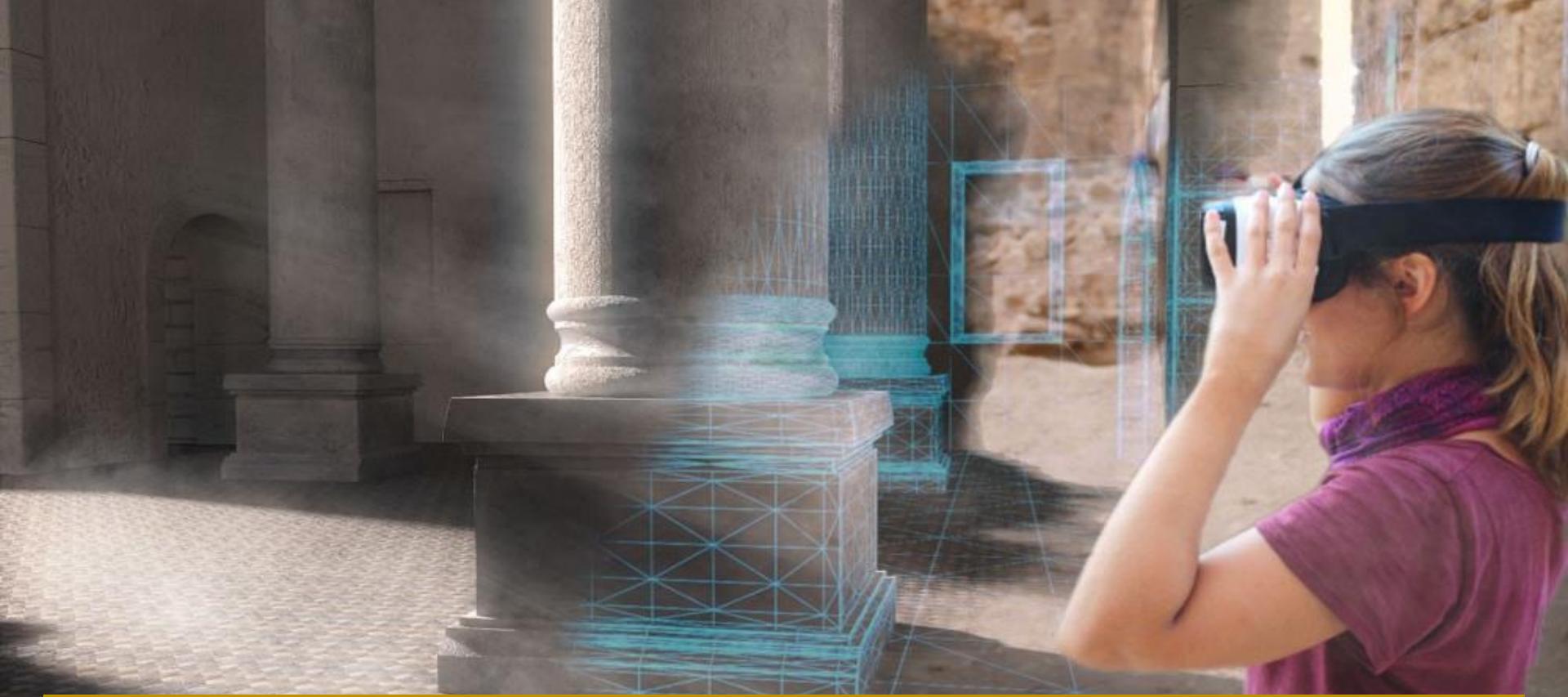
erfgoed spreekt zelden  
een breed publiek aan

erfgoedbezoekers =  
5-10% van alle bezoekers

erfgoedsites =>  
35% van erfgoedbezoekers

succesvol erfgoed creëert emoties





*"It seems that digital technology affects the emotional dimension, while a traditional museum [...] is unable to affect people's feelings."*

- 
- + ontsluiting
  - + informatie
  - + interactiviteit
  - + immersie
  - + personalisering
  - + ruimtelijke uitbreiding
  - + bezoekersmanagement

# digitale beleving = deus ex machina?



- 
- A woman with long dark hair, wearing a black hoodie and VR goggles, is shown from the side, looking towards a bright, glowing interface. This interface displays a 3D architectural model of a medieval town or castle. The scene is set against a dark background with floating orange particles, suggesting a futuristic or virtual setting.
- te veel
  - te snel
  - te duur
  - te moeilijk
  - te gevaarlijk



digitale beleving...  
quo vadis?



terug naar de essentie

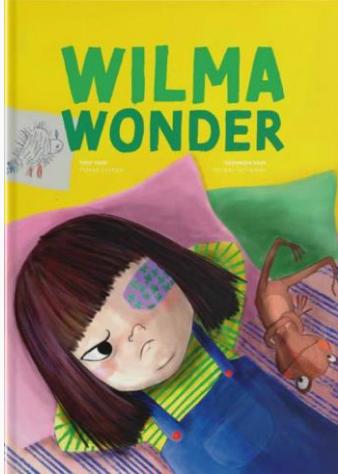
I.digitaal is een *middel*  
om beleving te versterken...



# hoe zit het met de ABC-beleving op jouw erfgoedsite?

**“Our insatiable yearning for the forward  
walk makes things of the past *irrelevant*.“**

Actueel



**EARLY MUSIC FESTIVAL MECHELEN**

Info & Tickets: CULTUURCENTRUM MECHELEN

This is 500 years old

DO 30.09.21  
20:15 ZEFIRO TORMA & FRANK VAGANEE TRIO  
SCATTERED RHYMES. A TRIBUTE TO FRANCESCO PETRARCA

VR 01.10.21  
20:15 LE PAVILLON DE MUSIQUE & LA HISPANOFLAMENCA  
VIVA SARCUNI! SARCUNI VIVA!

ZA 02.10.21  
15:00 JEROEN OLYSLAEGERS  
WILDEVROUW & HET ANTWERPEN VAN DE 16DE EEUW

20:15 VLAAMS RADIOKOOR & INALTO (VERTELLER SAMUEL MAREEL)  
DE MONTE. MECHELAAR & MAN OF THE WORLD!

ZO 03.10.21  
11:00 ALAMIRE FOUNDATION & PARK COLLEGIUM  
HET MECHELS KOORBOEK

14:00 BAROKORKEST & DANSAFDELING CONSERAVATORIUM MECHELEN  
DANSMEESTER: LIEVEN BAERT  
BAROKBAL OP DE GROTE MARKT



# hoe zit het met de ABC-beleving op jouw erfgoedsite?

“Our insatiable yearning for the forward walk makes things of the past *irrelevant*.”

**“Subliminally, we perceive [heritage] sites as *dead, insensible, inactive, dull*.”**

Actueel



hot & happening

Bruisend



# hoe zit het met de ABC-beleving op jouw erfgoedsite?

“Our insatiable yearning for the forward walk makes things of the past *irrelevant*.”

“Subliminally, we perceive [heritage] sites as *dead, insensible, inactive, dull*.”

**“The language is *boring*, the topic is *forgettable*. [Heritage] sites tell their story *factually*.”**

Actueel



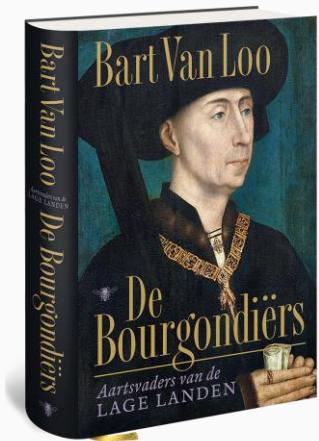
hot & happening

Bruisend



simple & stupid

Content



# hoe zit het met de ABC-beleving op jouw erfgoedsite?

“Our insatiable yearning for the forward walk makes things of the past *irrelevant*.”

“Subliminally, we perceive [heritage] sites as *dead, insensible, inactive, dull*.”

“The language is *boring*, the topic is *forgettable*. [Heritage] sites tell their story *factual*ly.”

Actueel

hot & happening

Bruisend

simple & stupid

Content

epic & emotional

# digitaal versterkt?! drie cruciale inzichten

*opdracht*

→ *wat werkt?* → *digitaal versterkt?*

Actueel

→ *hot & happening* → *data(platformen)*

Bruisend

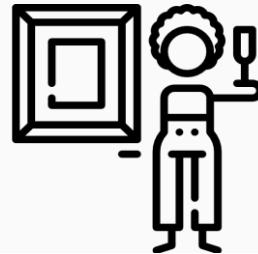
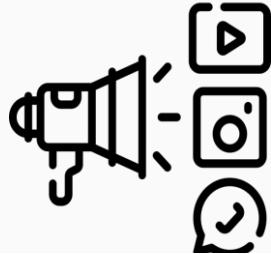
→ *simple & stupid* → *instagram(mable)*

Content

→ *epic & emotional* → *(story)formats*

II.digitaal is een *middel*  
om beleving te versterken...  
over de hele *customer journey*...





> BEFORE

Awareness  
& interest

> DURING

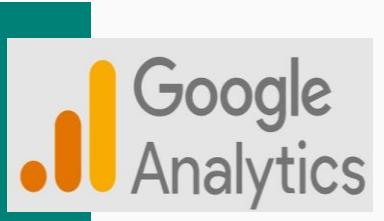
Engagement  
& decision

Service delivery  
& usage

> AFTER

Relationship  
strengthening

## Awareness & interest



## Engagement & decision



## Service delivery & usage

## Relationship strengthening



III. digitaal is een *middel*  
om beleving te versterken...  
over de hele *customer journey*...  
en vraagt andere *profielen*!



# digitaal versterkt?! drie cruciale inzichten





A photograph of a woman in a black t-shirt and jeans lifting a young girl in a grand hall. The room features ornate gold-colored moldings, a large chandelier, and arched windows with yellow curtains. The floor is made of light-colored wood. A yellow text box in the upper right corner contains the word "bedankt!" in blue capital letters.

**bedankt!**