



*"Answering today's  
business challenges  
with powerful  
media solutions"*



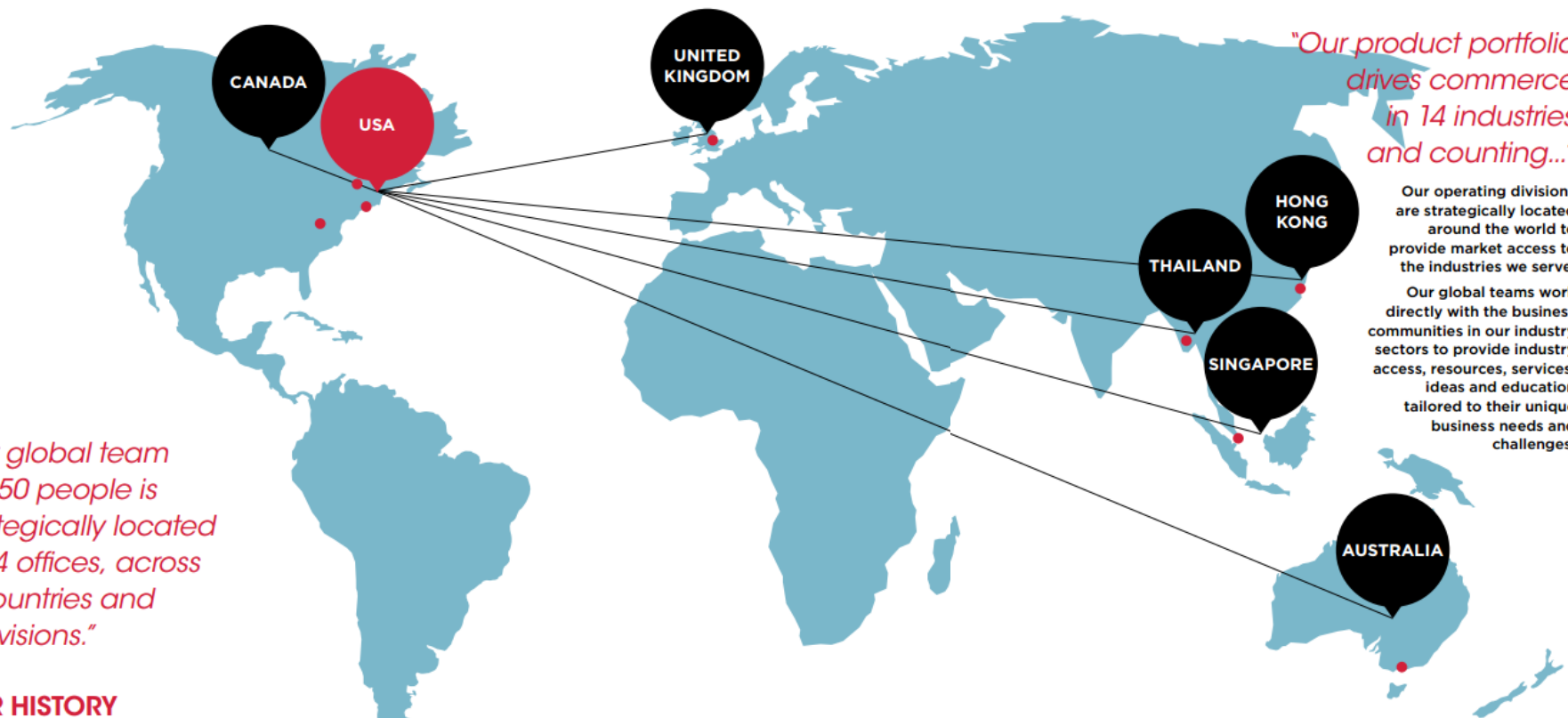
**Exhibitions**

**Conferences**

**Broadcasting**

**Publications**

**Digital  
Products**



*"Our global team of 850 people is strategically located in 14 offices, across 7 countries and 9 divisions."*

*"Our product portfolio drives commerce in 14 industries and counting..."*

Our operating divisions are strategically located around the world to provide market access to the industries we serve.

Our global teams work directly with the business communities in our industry sectors to provide industry access, resources, services, ideas and education tailored to their unique business needs and challenges.

## OUR HISTORY

1949

Horace Hildreth Sr. establishes the business with the purchase of the WABI-AM radio station license in Bangor, Maine

1953

The business enters the TV market and launches WABI-TV, the first television station in Maine

1970

Acquisition of Fish Expo and Diversified enters the exhibition and publishing business

1998

The business extends to digital with the launch of fish e-news

2000

Australian Exhibition Services is acquired and the Australian arm of the business is now established

2002

Formed a Canadian division and acquired Full Moon Communications to establish the UK division

2009

Division established in Hong Kong

2011

Acquisition of the leading providers of continuing medical education, Pri-Med takes place

2012

Diversified enters the software business with the purchase of Amazing Charts

2014

Expansion into Thailand and Singapore with the acquisition of Kavin Intertrade Co Ltd and HRM Asia

# AROUND THE WORLD

**diversified**  
COMMUNICATIONS

# IN SELECT MARKETS

**ARCHITECTURE & DESIGN**

**BUILDING & CONSTRUCTION**

**BUSINESS MANAGEMENT**

**COMMERCIAL MARINE**

**EDUCATION**

**FLORICULTURE**

**FOOD & BEVERAGE**

**HEALTHCARE**

**NATURAL & ORGANIC**

**OIL & GAS**

**RETAIL**

**TECHNOLOGY**

**TRAVEL & TRANSPORTATION**

**WASTE & RECYCLING**



*"Connecting,  
educating and  
strengthening business  
communities  
around the world."*

[divcom.com](http://divcom.com)



## BUSINESS MANAGEMENT

**ACCOUNTTEX**  
THE ACCOUNTING TECHNOLOGY CONFERENCE

**ACCOUNTTEX**  
NATIONAL ACCOUNTING EXHIBITION & CONFERENCE 2016

**apc**  
Administrative  
Professionals  
Conference

ACCOUNTS PAYABLE & PROCURE-TO-PAY  
**APP2PConference**  
& Expo

ACCOUNTS RECEIVABLE & ORDER-TO-CASH  
**ARO2CConference**

**ASAP**  
American Society of  
Administrative Professionals  
[www.asaporg.com](http://www.asaporg.com)

ACCOUNTS PAYABLE & PROCURE-TO-PAY  
**APP2PNetwork**  
Payables • P2P • Shared Services

ACCOUNTS RECEIVABLE & ORDER-TO-CASH  
**ARO2CNetwork**  
Receivables • O2C • Shared Services

**BAtimes**  
For Business Analysts

**BUSINESS ANALYST** WORLD

**careers**  
& EMPLOYMENT  
**expo**

**hrmasia**  
CONGRESS

**hrsummit**  
& expo hk

**hrsummit**  
hrmasia

**hrm**  
AWARDS  
hrmasia

**IOFM**  
Institute of  
Finance & Management

**iTech**

**office**  
OFFICE CANADA  
OFFICE CANADA  
OFFICE CANADA

**office**  
CANADA

**PROJECT** SUMMIT

**project times**

**PROJECT** SUMMIT  
**BUSINESS ANALYST** WORLD

**SECURITY**  
EXHIBITION & CONFERENCE

**SITS**  
THE FINANCIAL TRUST  
& CAPITAL GROUP

**SITS COMMUNITY**  
SITS COMMUNITY  
SITS COMMUNITY

**Skills**  
**WestExpo**  
Education • Training • Employment  
[skillswestexpo.com](http://skillswestexpo.com)

**Sleeter Group**  
Consultants Network

**Sleeter Report**

**TOTAL FACILITIES**

**THE**  
**WORLD CONFERENCE**  
ON DISASTER MANAGEMENT

## COMMERCIAL MARINE

**National Fisherman**

**pacific marine**  
e x p o

**WORKBOAT**

**WORKBOAT**  
EXECUTIVE SUMMIT

**WORKBOAT**  
MAINTENANCE & REPAIR  
Conference and Expo

**WORKBOAT**  
PROFESSIONAL SERIES

**WORKBOAT**  
PROFESSIONAL SERIES  
Annual Conference

**WORKBOAT**  
PROFESSIONAL SERIES  
Regional Summit

**WORKBOAT**  
STRATEGIC LEADERSHIP  
Development Program

**INTERNATIONAL**  
**WORKBOAT**  
SHOW

## HEALTHCARE

**camexpo**

**Integrative**  
Healthcare  
SYMPOSIUM

**Integrative**  
Practitioner

**primed** | UPDATES  
NEVER STOP LEARNING

**primed** | Amazing  
Charts

**primed**

**primed** | CANADA  
NEVER STOP LEARNING

**SHINE**  
SENIOR CARE HR EXECUTIVE SUMMIT

**SMASH**  
SENIOR CARE MARKETING SALES SUMMIT HQ

**VET**  
VETERINARY EDUCATION TODAY  
CONTINUING & MEDICAL EDUCATION

## NATURAL & ORGANIC

**The**  
**Natural**  
**Food**  
**Show**

**Natural**  
& Organic  
Products Asia  
HONG KONG

**Natural**  
& Organic  
Products Europe  
LONDON

**Natural**  
Products  
Scandinavia

**NaturalProducts**

**nordic**  
**organic**  
**food**  
16-17 November 2016

## RETAIL

**OMNI-CHANNEL**  
**RETAILING**  
**CONFERENCE**

**RETAILASIA**  
**EXPO**  
THE ASIAN RETAILING EXHIBITION & CONFERENCE  
16-17 November 2016

**TRAFS**  
Thailand Retail, Food  
& Hospitality Services

## BROADCASTING

**WABI TV5** EASTERN AND  
CENTRAL MAINE  
**cw**

**20**  
**abc**  
**WCJB-TV**

## FOOD & BEVERAGE



## TECHNOLOGY



## TRAVEL & TRANSPORTATION



## OTHER



# Types of data utilized – structured and unstructured

- Customer feedback (comments, net promoter scores)
- Web analytics
- Social media engagement
- Mobile
- Conversion rates
- Customer/demo information

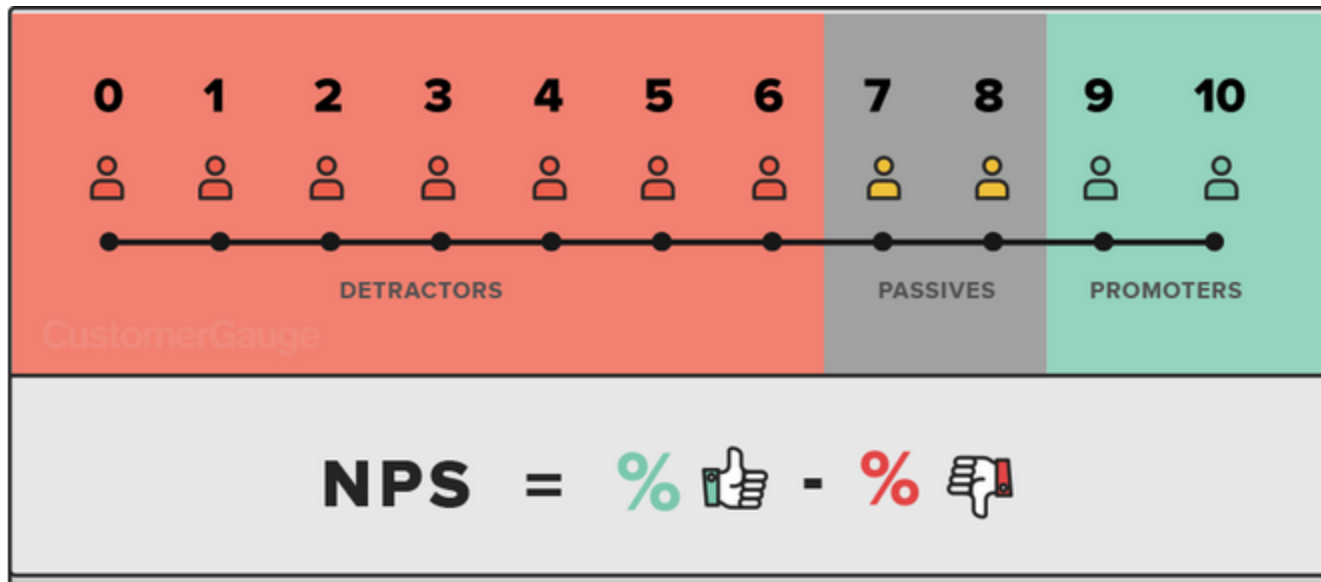
# Analytics insight decisions around:

- Product development and enhancements
- Customer engagement/satisfaction
- Where or what content to amplify
- What channels to reach customers
- Data products (access to data)
- Budgeting for marketing initiatives
- And more



# Customer Loyalty – Net Promoter

One question: **On a scale of 0-10, how likely is it that you would recommend [company/brand] to your friends, family or business associates?**

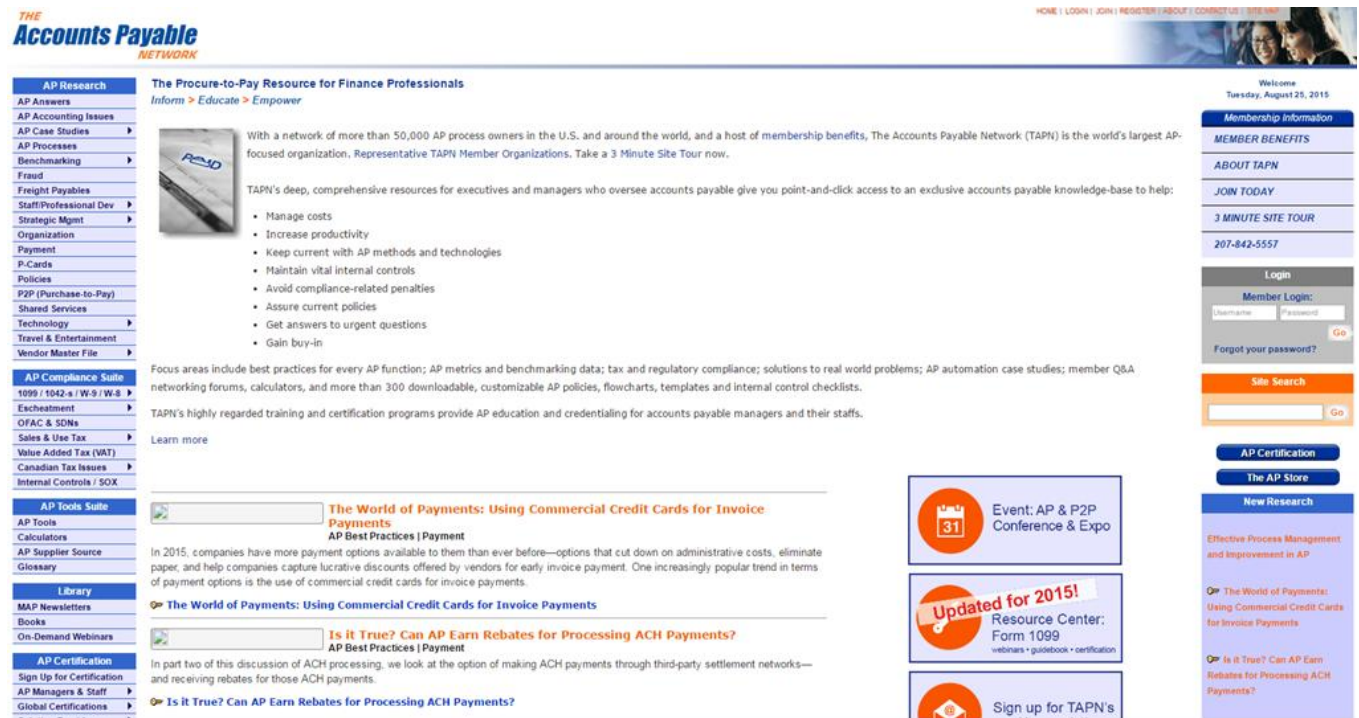


# Product improvement with analytics

## Goals:

1. Improve user interface and conversion to purchase
2. Drive more traffic

Before



# Product improvement with analytics



Analytics used to drive change:

- Search terms
- Content page views to rank content priority

After

# Insights – readership defines future content



NEWS BLOGS COMMENTARY SUPPLIER DIRECTORY PREMIUM CONTENT SEAFOOD HANDBOOK EVENTS CLASSIFIEDS SUBSCRIBE

Foodservice & Retail Aquaculture Supply & Trade Environment & Sustainability Food Safety & Health

Search



More on marel.com >>



## COMMENTARY

Coldwater prawns battle for menu supremacy  
IUU-fighting PSMA will be a game changer  
Supermarkets are the future for fish retailing in Vietnam  
Why Alibaba matters for global seafood trade

## SPOTLIGHT ON...



**Catchall: Here's what you should know about today's tuna market**  
February 2016  
Each month SeafoodSource puts the spotlight on a popular species in the news.



**NEW Seafood Marketing Specialist Certificate**

**ENROLL NOW >**

## PREMIUM MEMBER LOGIN

SFSPremiumUser@mail.com

FORGOT USERNAME?

.....

FORGOT PASSWORD?

**LOGIN**

**GAIN PREMIUM ACCESS**

**PEELING SOLUTIONS  
FOR OVER 60 YEARS!**



**WWW.JONSSON.COM**

## LATEST NEWS

## MOST READ

**Tuna trading company loses International Seafood Sustainability Foundation membership**

MAY 24, 2016

A lack of compliance with the International Seafood Sustainability Foundation's (ISSF)... [READ MORE](#)

**Maine lobster industry prepares for big season with dual focus on domestic, foreign markets**

MAY 24, 2016

Two chief marketers of Maine lobsters are preparing for a busy summer, as expectations are high... [READ MORE](#)

**Irish aquaculture grows 20 percent in one year, oysters a hit in China**

MAY 24, 2016

The aquaculture industry in Ireland increased in value by 20 percent or

## SUPPLY & TRADE

Maine lobster industry prepares for big season with dual focus on domestic, foreign markets  
China's seafood imports take hit from weaker economy, currency



# Insights – readership defines future content

## Top Content

1. The Top 25 North American Seafood Suppliers – 9,328
2. 7 cutting-edge offshore aquaculture innovations and designs – 5,839
3. Seafood FAQ: Langostino vs. Lobster: What's the difference? – 4,976
4. Q&A with Diversified Communications Vice President of Seafood Expositions Liz Plizga – 3,135
5. Top April Fool's Day seafood pranks – 2,617
6. 4 trends to note in China's seafood exports, imports – 2,587
7. Synthetic shrimp redefining seafood sustainability – 2,532
8. Shrimp farming: India, Ecuador down, new players stepping up – 2,372
9. Asia shrimp farming: Large sizes in short supply, Japan prices firm – 2,328
10. Trident Seafoods purchases Pickenpack Vertriebs, Seafood Traders processing plant – 1,810

## Other pages to note

Supplier Directory – 6,298

Become a Premium Member – 2,081





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