

OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

The Training Data Analytic for Storytellers

Asst. Prof. Dr. Jirayut P. Kasemsant, the head of TMRS academic and training committee will organize the training sessions specifically for insight research practitioners and data analytics enthusiasts. There are 2 different level of training; beginning and intermediate. The beginning session will start at the second week of September for 3 consecutive Saturdays. Then, the intermediate session will start at the first week of October for 3 consecutive Saturdays, too. Anyone who is interested in joining us in this paid training event please feel free to register. There will be a special rate for those who have registered early.

Beginning Level Registration Link: <https://forms.gle/4wsXaWFWTK4jvURD7>

Intermediate Level registration Link: <https://forms.gle/h17p4Gwa2ev1wGch7>



DATA ANALYTIC FOR STORYTELLERS

3 CONSECUTIVE SATURDAYS

TRAINING & INSIGHT

- ✓ Acquire, grow and retain customers
- ✓ Maximize insights and improve business
- ✓ Transform business performance
- ✓ Create new business models

VENUE

- Date : September 16th, 23rd, and 30th, 2023
- Time : From 9:00 AM-4:00 PM
- Place : Mode Sathorn Hotel

REGISTRATION FEE

- TMRS Member for 13,000 THB
- Early Bird for 13,900 THB*
- Late Register for 15,000 THB

CERTIFICATION

- Certificate of Completion is given with picture frame



Beginning Level

OUTSTANDING LECTURER

ASST. PROF. DR. JIRAYU P. KASEMSANT



- Director of Career Training Center, School of Management and Economics (MSME), Assumption University
- Lecturer at Department of Marketing, MSME
- Head of Academic TMRS Board

REQUIREMENT

- Participants need to bring personal laptop with SPSS installed

Early Bird rate is valid until August 27th, 2023

Reach us at : www.tmrs.or.th / contact.tmrs@gmail.com

Join Now





DATA ANALYTIC FOR STORYTELLERS

3 CONSECUTIVE SATURDAYS

TRAINING & INSIGHT

- ✓ Acquire, grow and retain customers
- ✓ Maximize insights and improve business
- ✓ Transform business performance
- ✓ Create new business models

VENUE

- Date : October 7th, 14th, and 21st, 2023
- Time : From 9:00 AM-4:00 PM
- Place : Mode Sathorn Hotel

REGISTRATION FEE

- TMRS Member for 13,000 THB
- Early Bird for 13,900 THB
- Late Register for 15,000 THB

CERTIFICATION

- Certificate of Completion is given with picture frame



Intermediate Level

OUTSTANDING LECTURER

ASST. PROF. DR. JIRAYU P. KASEMSANT



- Director of Career Training Center, School of Management and Economics (MSME), Assumption University
- Lecturer at Department of Marketing, MSME
- Head of Academic TMRS Board

REQUIREMENT

- Participants need to bring personal laptop with SPSS installed

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Join Now



The ESOMAR Congress 2023, Amsterdam is coming up in September 10th -13th

<https://esomar.org/events/supercharge>

“Join us to ⚡SUPERCHARGE⚡ at #ESOMAR's Congress in #Amsterdam from 10th - 13th September 2023” **There will be 15% discount registration fee for TMRS members.**



In addition, congratulations to Pamela Wichiramala from Chulalongkorn University, currently an exchange student at Bocconi University in Milan, Italy, for being selected as a YES Student Volunteer at ESOMAR Congress 2023 in Amsterdam, The Netherlands. Sponsored by ESOMAR, YES Students aims to bridge the gap between market intelligence and academia, fostering greater industry awareness, career opportunities, and collaboration. Pamela is excited to gain valuable insights into market research, experience the conference behind-the-scenes, and connect with established leaders in the professional world.



The ESOMAR, The Art & Science Innovation Conference in Singapore

The early bird tickets are available at a special rate if register before the 15th of September. The event will be held from 8-10 of November 2023



It is a great opportunity to connect with 400+ regional and international industry professionals. Immerse yourself in new knowledge and strategic breakthroughs, be amazed by new technologies and techniques, and take-home practical tips you can implement the next day!

As mentioned, much more to come from TMRS this year. Please do not hesitate to get in touch with us if you have ideas or suggestions via contact.tmr@gmail.com. Our team are delighted to share our view regarding insights with Academia as well as Corporate who would like to know more about insights, marketing research and applications.

Thank you!

TMRS Team



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แห่งประเทศไทย
Thailand Marketing
Research Society

#marketingresearchmatters

#วิจัยการตลาดที่ตอบโจทย์