

Sawasdee ka all TMRS members and friends,



As December has arrived, on behalf of TMRS we would like to pay tribute and respect to our beloved late King Rama the 9<sup>th</sup> in honor of his Royal Majesty contribution to all the Thais' well-being and for the progress of our nation. His majesty tries to enhance our ways of living to be self-sufficient by being able to live our lives without relying on others. Under a self-sufficient philosophy, despite the fluctuation of external shock whether it is economic or political instability, his people are well protected. He has encouraged Thais to be able make use of our own lands by growing vegetables, fruits and having fishponds. The key success is on how to make use of the fertile land by dividing the land into 3 parts: 30% for water sources, 30% for rice, 30% for vegetable and fruits and 10 % for living or housing. The results of excess of produce can be used to generate additional income and share with their neighbor.

There are several initiatives that we would like to share with you.

**THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END OF NOVEMBER ARE OUR ONLINE TRAINING ACTIVITIES THAT RECEIVED QUITE NUMBER OF ATTENDEES**

We would like to thank all of you who participated in our online training last month by **Khun Pimpassorn Ditshwatcharapaisarn. Business Strategies: Next steps beyond marketing research findings**. We hope that the training was beneficial and useful to you and your team. **On behalf of TMRS, we also would like to give special thanks to Khun Pimpassorn Ditshwatcharapaisarn, managing director of Insight I love you who share her strategic knowledge with us.**




We also would like to thank all of you who participated in an online INSIGHTS SKILLS AND AI: A FREE WEBINAR. Where market researchers learn how to use all MR AI to meet the expectations for new learning and create New Innovation. **On behalf of TMRS, we also would like to give special thanks to Khun Dave McCaughan, Storyteller Bibliosexuality our TMRS board of director and founder as well as the ESOMAR for this special event.**



## OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

### Business Storytelling: Onsite Master Course



<p><b>Outstanding Lecturer</b></p> <p><b>DAVE MCCAUGHAN</b> Storyteller at BIBLIOSEXUAL</p> 	<p><b>Registration Fee:</b></p> <table><tr><td>Non - Member:</td><td>8,000 THB</td></tr><tr><td>Member:</td><td>6,800 THB</td></tr></table> <p><b>Training:</b></p> <table><tr><td>Date:</td><td>Monday, 29 JANUARY 2024</td></tr><tr><td>Time:</td><td>9 AM - 4PM</td></tr><tr><td>Venue:</td><td>Mode Sathorn Hotel</td></tr></table>	Non - Member:	8,000 THB	Member:	6,800 THB	Date:	Monday, 29 JANUARY 2024	Time:	9 AM - 4PM	Venue:	Mode Sathorn Hotel	<p>Scan here</p> 
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This is an onsite training is aiming at the researcher and marketer who would like to brush up their skills on story telling by storytelling master **Khun Dave McCaughan**, our board of director and TMRS founder. The training will be held at Mode Sathorn including two break and lunch on Monday the 29<sup>th</sup> of January and of course with special rate for our TMRS members.

## TMRS CSR Activities in Feb 2024

TMRS is planning to have a CSR activity in February to help protect the seas. There will be a mangrove planting event happening in Feb 2024. The event will be an entire day so please stay tune and joining us. It will be a fun event to connect and a great opportunity to be out in the sun. Don't miss this social event...



# TMRS CSR ACTIVITY

*Mangroove forest planting.*

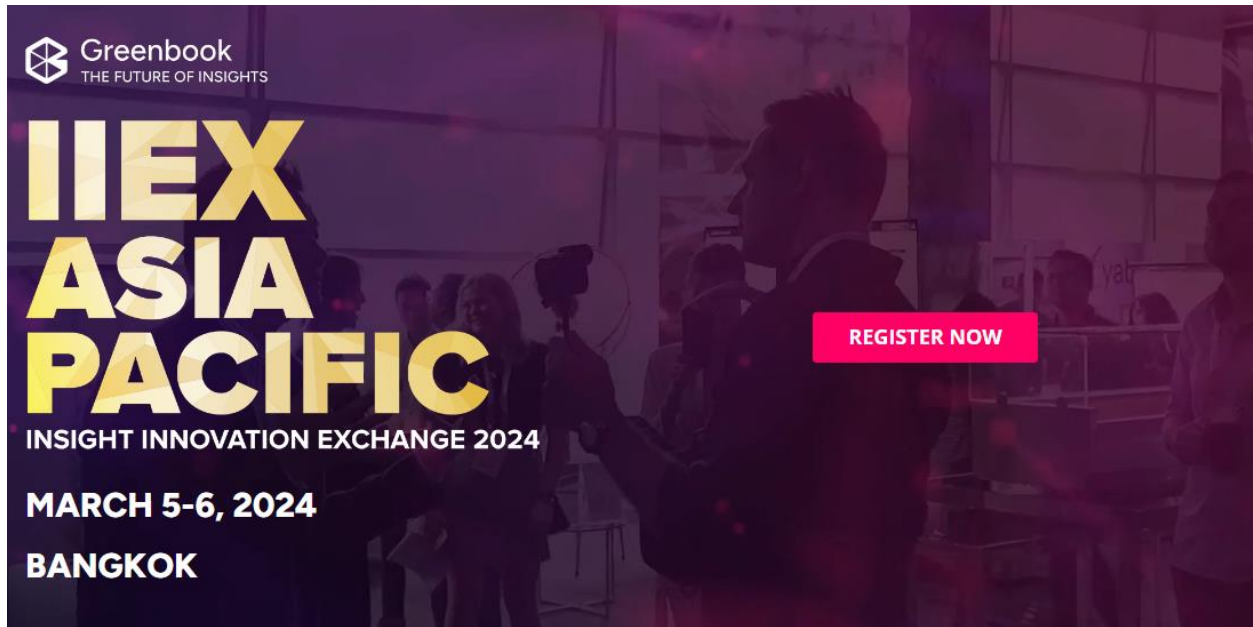
FEBRUARY 2024





## Lastly is the upcoming IIEX event in March 2024

For more than a decade, IIEX events have been the predictor of the insights industry, shaping the future of innovation and establishing the standard of best practices in data and insights. True to that legacy, IIEX APAC is not just another conference; it's a unique gathering driven by future focus, groundbreaking technology, human-centered innovation, and the bold ideas that have become synonymous with the APAC region.



The promotion code for TMRS member is **promo code THRS50**

As mentioned, much more to come from TMRS this year and the year to come. Please do not hesitate to get in touch with us if you have ideas or suggestions via [contact.tmr@gmail.com](mailto: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



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#วิจัยการตลาดที่ตอบโจทย์