

Sawasdee ka all TMRS members and friends,

Chinese New Year is approaching so we would like to wish you all a happy Chinese New Year.
May this year bring you joy, good health and prosperity “新年快乐”



On behalf of TMRS we would like to take this opportunity to inform you that we will be updating the TMRS website to make it more user-friendly and more informative for those who are interested in looking for information on research services.

We would like to encourage all our marketing research members to update their company information via Google Form <https://forms.gle/VxZM4mkitMRbB4Nv5> so that your company information on the website can be updated especially on the area of expertise and point of contact. There will be search tools upgrade for this year on the website to make it easier for your potential clients to reach out to you.

Furthermore, this year we will try to promote more events not only through our TMRS channel online channels but via our alliance channels such as Marketing Association of Thailand (MAT)

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

THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END OF JANUARY IS BETTER BUSINESS STORYTELLING: ONSITE MASTER COURSE

We would like to thank all of you who participated in our onsite training last month by **Khun Dave McCaughan, our board of director and TMRS founder**. The training was held at Mode Sathorn on Monday January the 29th. **We hope that those who have participated enjoy fruitful information tips and tricks on how to make your story stick and impactful. On behalf of TMRS, we also would like to give special thanks Khun Dave McCaughan, great story tellers and well-known trainer of the ESOMAR**



OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

UPDATED COMPANY PROFILE

As mentioned, we are working on updating the website and company information as well as providing more venues to promote our corporate members so we would like to encourage you to send us a view photo from your company office with a small write up to be posted on TMRS LinkedIn and FB on what you do. Please feel free to share with us the brief information on your company in 1 paragraphs (50 words maximum) to be posted on LinkedIn and FB. All companies who are members and who have submitted the information will be posted weekly about your activities.

The photo and 1 paragraph short write up (50 words maximum) and your short link can be submitted to our TMRS secretary at contact.tmrs@gmail.com

WELCOME OUR NEW MEMBERS

WE ALSO WOULD LIKE TO WELCOME OUR NEW CORPORATE MEMBERS THAT SPECIALIZED IN RESEARCH TECHNOLOGY WHO WILL BE JOINING US STARTING FROM THIS MONTH ONWARDS

MMR RESEARCH BANGKOK



MMR is where sensory science meets creative research - to deliver real commercial impact. Sensory, product, packaging, concept development, brand strategy and range. We do, and we'll talk your ear off about it if you let us.

WISESIGHT



WISESIGHT

WISESIGHT was founded in 2007, and have been growing strongly every year. With over 14 years of experience, now we collect biggest sources of market data in Thailand. We also continuously develop the most high-technology tools, thus, provide a wide range of social data analytics solutions that help consumer brands, agencies, government organizations, and educational institutions to unlock the potential of social media data in order to better take care of your customers and seek new market opportunities.

[WISESIGHT - Thailand's No.1 Social Media Analytics Service](#)

THANK YOU THOSE WHO PARTICIPATE IN YEAR END TMRS SURVEY



We would like to thank those who have participated in TMRS year end survey. Your input will be used to further enhance our TMRS activities and program.

As a token of appreciation, we will send out the Starbuck Gift Card worth 500 BHT to your office.

The list are as follows:

- 1) Khun Warunee Chookhare, NIKKEI Research
- 2) Khun Ophat Manosillapakorn, Sprint Research
- 3) Khun Pimpassorn Dithwatcharapaisarn, Insight I Love You

Thank you so much again for your contributions.

LASTLY IS THE UPCOMING EVENTS

IIEX EVENT IN MARCH 5TH AND 6TH 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.



For more information: <https://www.greenbook.org/events/iieX-asia-pacific/agenda>

For TMRS members please utilize the following code **TMRS359** for discounted tickets at \$359 (as opposed to \$490)

APRC EVENT IN MARCH 18TH AND 19TH 2024



APRC Conference 2024
THE FUTURE OF INSIGHTS
WHERE ARE ALL THE
HUMANS?



**Cordis,
Auckland**
**18 & 19 MAR
2024**

This year's theme aims to get us thinking about the future of "us", the humans in the story. As large language models like ChatGPT rapidly weave their way into the insights industry, how will our role evolve? What are we doing now that we soon won't need to do? What will we soon be compelled to do that we haven't even considered yet?

Let's explore the human element in an increasingly machine-driven insights world. As non-humans perform more and more creative tasks, what continues to set us apart? Is there anything enduringly unique about human intelligence, human creativity, and human empathy, or is the silicon coming for those qualities too?

For more information please visit: [Research Association NZ - 2024 Conference](#)

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.tmrs@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



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society

#marketingresearchmatters
#วิจัยการตลาดที่ตอบโจทย์