

Sawasdee ka all TMRS members and friends,

We have arrived in the Month of September. The end of the third quarter of this year. We would like to share with you the initiative that we have so far as well as an upcoming initiative.

THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END OF AUGUST ARE

Online Training – we would like to thank all of you who participated in our online training last month by Insight I Love You and we hope that the training was beneficial and useful to you and your team. On behalf of TMRS, we also would like to thank Khun Pimpassorn Dithwatcharapaisarn, Managing Director of Insight I Love You who have shared her knowledge on online survey programming and data analysis.



As there are many members who are interested in an online training so we have prepared more online training activities for our members.

OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

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.**

The Promotion Code for TMRS member is CONGRESS2023_Partner_ASSOC



ESOMAR AI Task Force Community Circle Open Discussion September 21st

Our TMRS Founder and Board of Director will be moderating a session for ESOMAR on the 21st of September. It is an hour session on the market research world's reaction to AI. The session will be especially focused on the clients' view. It is an open discussion where we have three participants joining us:

- Amy Saha from George Weston Foods in Australia
- Naoki Takahashi from Nissan Japan
- Liubov Ruchinskya from Electrolux



The poster features a central photograph of four people (three women and one man) gathered around a table, looking at a laptop screen. Above the photo is a dark green banner with the text 'OPEN SESSION' in white. In the top left corner, there are logos for TMRS (Thailand Marketing Research Society) and ESOMAR. In the top right corner, a yellow diagonal banner reads 'FREE ONLINE ADMISSION'. Below the photo, the title 'ESOMAR AI Task Force Community Circle Open Discussion' is centered. A paragraph of text describes the session, mentioning Mr. Dave McCaughnan as the moderator. Below this is a 'Panel & Moderator' section listing the three participants and the moderator. At the bottom, there is a 'Join us at' section with a QR code, a date and time (21st of September, 12:00 PM - 1:00 PM), and a location (Microsoft Team Meeting). The website 'www.tMrs.or.th / contact.tMrs@gmail.com' is at the very bottom.

**ESOMAR AI Task Force
Community Circle Open Discussion**

Mr. Dave McCaughnan, our TMRS Founder and Board of Director will be moderating a session for ESOMAR on the 21st of September. It is an hour session on the market research world's reaction to AI. The session will be especially focused on the clients view.

Panel & Moderator

- Amy Saha from George Weston Foods in Australia
- Naoki Takahashi from Nissan Japan
- Liubov Ruchinskya from Electrolux
- Dave McCaughnan from Bibliosexual (Moderator)

Join us at

DATE
21st of September

TIME
12:00 PM-1:00 PM

WHERE
Microsoft Team Meeting

www.tMrs.or.th / contact.tMrs@gmail.com

Those who are interested can join the link below:

https://teams.microsoft.com/registration/begqo9TixUqNayf_rBcLiQ,Wy5Ob11Czk6_63Q8v9tNzA,aoQ5ZsUN5keZWEqhpDoyGA,oh-ntgigG02SGGpV5wRv-A,sJXG6-IMQkG1Hdcb61GaZQ,HxkWo-uSwEOaHwhCShCJ_w?mode=read&tenantId=a32ae86d-c8d4-4ac5-8d6b-27ffac170b89

The Training Data Analytic for Storytellers September 22nd

Dr. Jirayu Poomontre Kasemsant, the head of TMRS academic and training committee will organize the training sessions specifically for insight research practitioners and data analytics enthusiasts. Due to the great online training participation, there will be a short online course happening on September 22nd, 2023



 สภาวิจัยการตลาดแห่งประเทศไทย
Thailand Marketing Research Society

POPULAR STAT & ANALYSIS METHODS IN MARKETING RESEARCH



OUTSTANDING LECTURER

Asst. Prof. Dr. Jirayu Poomontre 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

FREE ADMISSION

JOIN US :

Date : September 22, 2023
Time : 10.00 AM - 12.00 PM
Where : Zoom Meeting

SCAN HERE



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

Registration Link: <https://forms.gle/hJGB1VWZu8UP42f8>

The Workshop of Business Storytelling, Research Society of Australia on October 5th

Research Society of Australia have asked to Khun Dave McCaughan to share a workshop on Storytelling on the 5th of October. The event is open to everyone. Please do not miss your chance to join this event.

Getting started with Business Storytelling

CORE
SKILLS



Thursday, 5 October 2023
@2 - 4PM AEDT **ONLINE**

Dave McCaughan
Storyteller



Australia's largest community for the research, insights & analytics profession. www.researchsociety.com.au



<https://www.researchsociety.com.au/eventdetails/19425/core-skills-getting-started-with-business-storytelling>

APRC Annual Conference 2023 Ulaanbaatar, Mongolia, October 12th- 13th

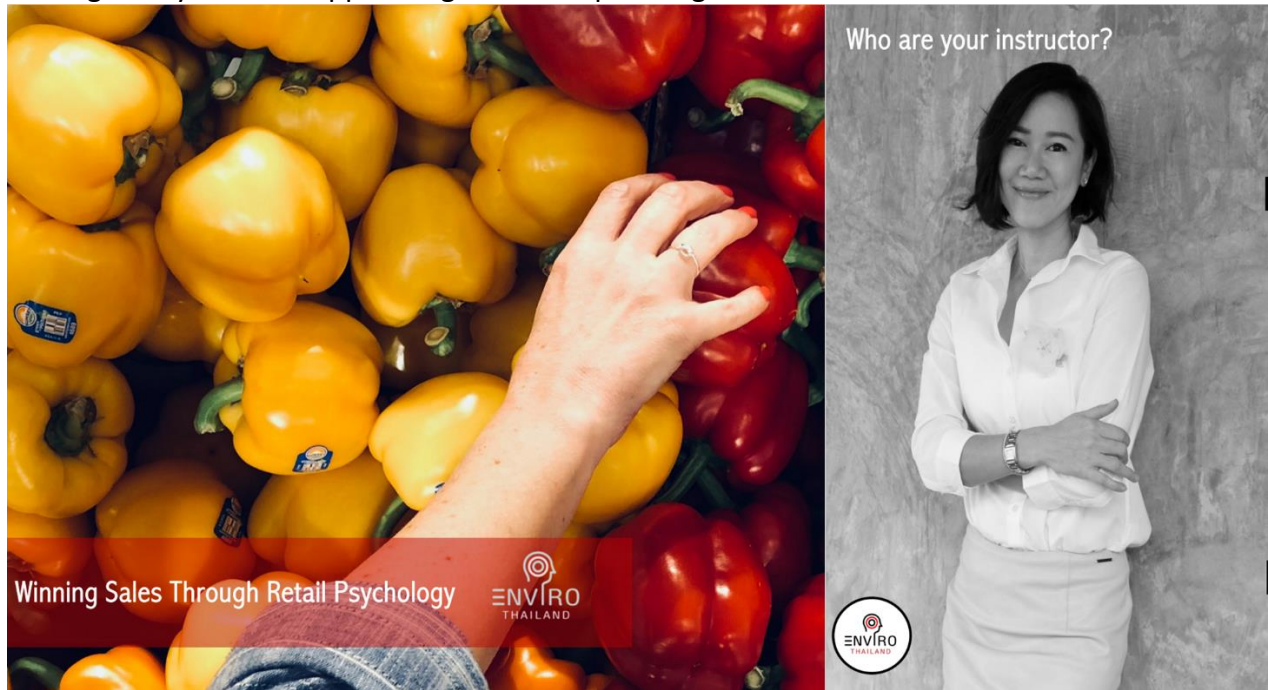
The Asia Pacific Research Committee is organizing a spectacular Marketing Research and AI Conference in Ulaanbaatar, Mongolia. Not only you would be able to enjoy the conference sessions but there also will be 2 workshops organized. One of the workshops is running by Mr. Ray Poynter, President of the ESOMAR and the other is running by the Behavior Economic Guru, Mr. Ashok Sethi. Please don't miss your chance to immerse yourself in AI Front together with Fantastic Mongolian Cultural Day Tour.

For more information please visit the following link: [Ulaanbaatar, Mongolia – 12 & 13 October 2023 \(aprc-research.com\)](http://aprc-research.com)



The Training on Shopper Insight “Winning Sales through Retail Psychology”, October 20th

Our TMRS member, Khun Sarinphorn Jivanun, Managing Director of Enviro Thailand will be sharing with you the shopper insight in this upcoming October



Registration Link: <https://forms.gle/SfSy5s2yRbwi7Mbq8>

QUAL360 APAC in Singapore, November 1st -2nd


QUAL360 APAC is jam-packed with insightful presentations and hands-on learning that will help supercharge your qualitative research techniques. From immersive roundtables to inspiring keynotes by industry leaders, this amazing event will update you with the latest trends and insights of the industry. Top brands speaking at the event include Kimberly Clark, Nestle, Symrise, Coca-Cola, Fonterra, 3M, Mondelez International, Kellogg Company, Reckitt, Colgate-Palmolive, Menarini Asia-Pacific, Bharti Airtel and more! QUAL360 APAC is all about networking, learning, and creating new opportunities for attendees. Grab your ticket now as seats are limited.

The Promotion Code for TMRS member is **TMRS15**

APAC
QUAL360
Where Innovation Happens

Supported by
that FIG tree
INSIGHT MEETS HUMAN

ASSOCIATION PARTNER


 สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society

Discover the latest consumer
insight techniques from the world's
top experts

DATE: 1-2 NOVEMBER **PLACE:** SINGAPORE

**SIGN UP NOW AND GET
15% OFF**

PROMO CODE: **TMRS15**

REGISTER NOW:  APAC.QUAL360.COM

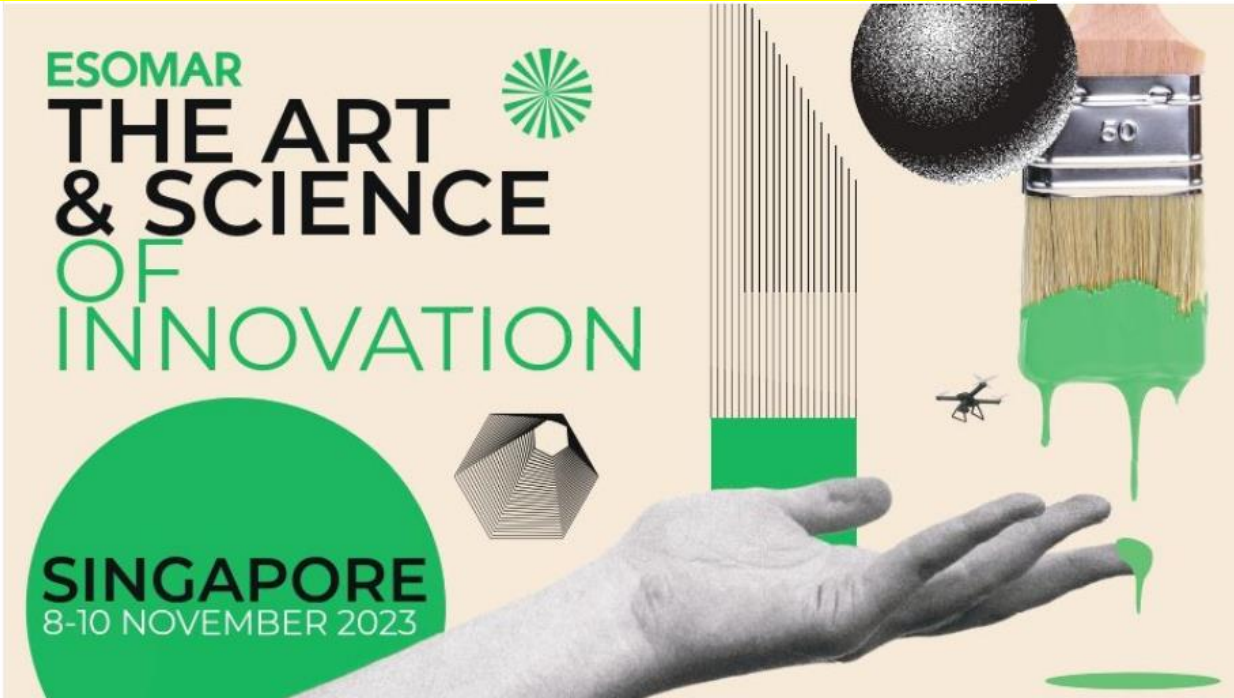
The ESOMAR, The Art & Science Innovation Conference in Singapore November 8th -10th

Don't miss your chance to join us in this special regional event...

THE ART AND SCIENCE OF INNOVATION-ESOMAR NOVEMBER 8th -10th

Join us in Singapore and connect with 400+ professionals, immerse yourself in cutting-edge insights and game-changing strategies. As a TMRS member, you can use the following discount code for 15%

The promotion code for TMRS member is INNOVATION2023_ASSOCIATIONS15



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.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



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Thailand Marketing
Research Society



#marketingresearchmatters

#วิจัยการตลาดที่ตอบโจทย์