

Sawasdee ka all TMRS members and friends,

Currently our association is working on updating our TMRS website to make it more user-friendly and more informative for those who are interested in looking for information on research services as well as creating content in our Social Media Channel

Website Information

We would like to encourage all our marketing research members to update their company information via Google Form <https://forms.gle/i6zJkt8jZwMRGb838> so that your company information on the website can be updated especially on the area of expertise and point of contact. There will be a search tool upgrade for this year on the website to make it easier for your potential clients to reach out to you.

Social Media Platform

We would like to encourage you to send us a photo from your company office/company activities with a small write up to be posted on TMRS LinkedIn and FB to create the momentum on our social media. Please feel free to share with us the brief information on your company in 1 paragraph (50 words maximum) to be posted on LinkedIn and FB. All companies who has shared the information will be posted on these two channels.

Please feel free to submit a photo and 1 paragraph short write up (50 words maximum) together with your short link can be submitted to our TMRS secretary at contact.tmrs@gmail.com

THE PAST EVENT THAT OUR TMRS MEMBERS HAVE JOINED

TMRS members are participating in IIEX event. Our TMRS honorary board members, Khun Jerome Hervio, Dr. Arpatat Boonrod, Khun Grant Bertolli, and Dr. Nicha Tanskul participated in an IIEX event 2024 together with our TMRS members. It is a great opportunity for networking, sharing knowledge and learning new technology in capturing insights.



THE UPCOMING EVENTS

APRC EVENT ON 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](#)

MRMW APAC EVENT ON APRIL 17-18 IN SINGAPORE



Master cutting-edge consumer insight techniques from global leaders.

April 17 - 18, 2024 — Singapore

Register Now [↗ apac.mrmw.net](https://apac.mrmw.net)

Media Partner



Sign Up Now & Get **15% Off**

Promo Code: **TMS15**

MRMW APAC will take place on April 17-18 in Singapore. In its 17th year, this regional event focuses on the new tools, methods and technologies disrupting the consumer insights industry and the role of the researcher. Top brands speaking at the event include Google, Standard Chartered Bank, IBM, Gojek, Great Eastern, UOB Group, DBS Bank, Kenvue, Telkom Indonesia, Mastercard, LinkedIn, Unilever, Johnson & Johnson, Foodpanda, Spotify, The Coca-Cola Company, Mondelez, Carsome, Haleon, Suntory PepsiCo Vietnam Beverage, and many more! Our much-loved event format provides an intimate environment for horizontal learning and networking amongst peers with a good mix of structured learning with case-studies, roundtable discussions and plenty of networking breaks. **Grab you ticket now with 15% OFF** at <https://apac.mrmw.net/>.

Promo Code: TMS15

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. 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



#marketingresearchmatters
#วิจัยการตลาดที่ตอบโจทย์