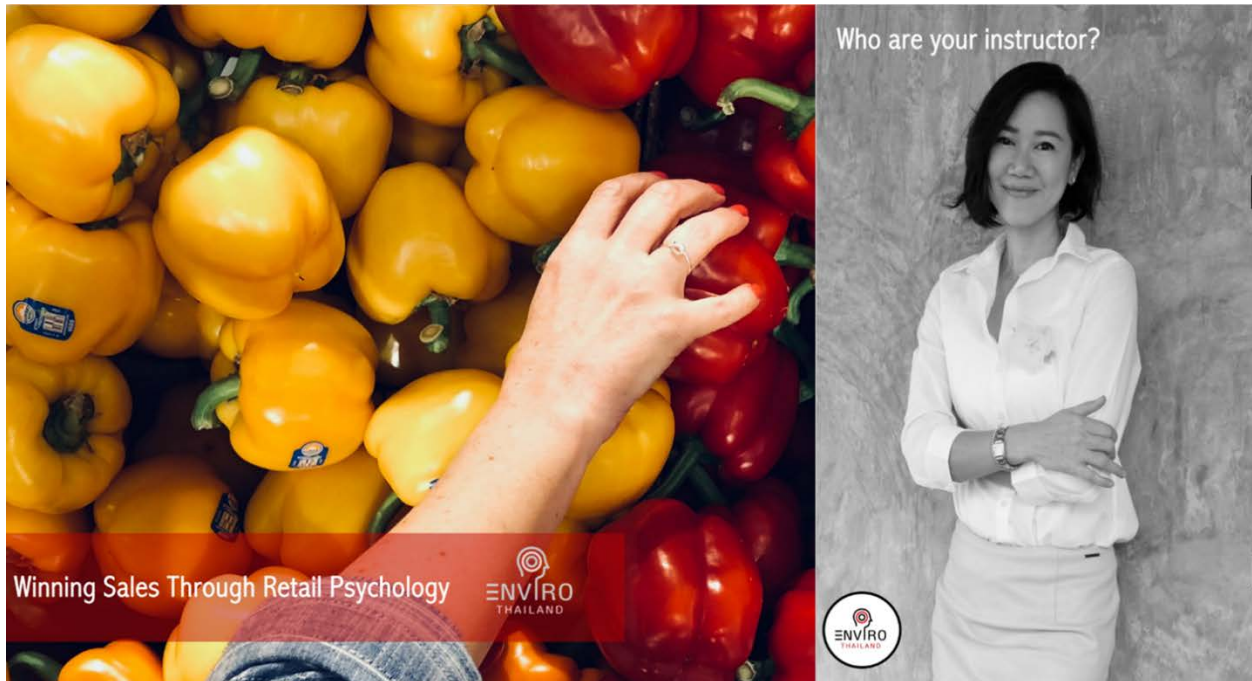


Sawasdee ka all TMRS members and friends,

As November has arrived, on behalf of TMRS we would like to kick start the holiday seasons and the celebration and chance to spend time with you loved ones.

**THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END OF OCTOBER 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 Sarinporn Jivanun, Managing Director of Enviro Thailand**, we hope that the training was beneficial and useful to you and your team especially on retail and retail Psychology from ambience setting to price setting. **On behalf of TMRS, we also would like to give special thanks to Khun Sarinporn Jivanun, Managing Director of Enviro Thailand, our TMRS who have shared her knowledge without any holdback about the art of Winning Sales through Retail Psychology.**



## OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

### THE ESOMAR, THE ART & SCIENCE INNOVATION CONFERENCE IN SINGAPORE THAT YOU CAN ENJOY ONLINE...SO DON'T MISSED IT.

AI to Spark and Evaluate New Product Ideas ✨ The event will be held from 8-10 of November 2023. And of course for TMRS members and fans, please enjoy the online real time VDO streaming through registration via the following: [ESOMAR TV APAC 2023 \[Free Plan\] \(on24.com\)](#)

The banner features a green background with a white circle on the right containing the text 'SINGAPORE' and '8-10 NOVEMBER 2023'. A hand holding a glowing lightbulb and a dark sphere are positioned in the center. The main title 'ESOMAR THE ART & SCIENCE OF INNOVATION' is on the left. A black box at the bottom left contains the text 'DRIVE INNOVATION SUCCESS BY HUMANIZING AI TO RESPOND TO HUMAN NEEDS, THOUGHTS, AND EMOTIONS'. A white button at the bottom right says 'REGISTER NOW'.

ESOMAR  
THE ART  
& SCIENCE  
OF INNOVATION

SINGAPORE  
8-10 NOVEMBER 2023

DRIVE INNOVATION SUCCESS  
BY HUMANIZING AI  
TO RESPOND TO HUMAN NEEDS,  
THOUGHTS, AND EMOTIONS

REGISTER NOW

Join us in Singapore and connect with 400+ professionals, immerse yourself in cutting-edge insights and game-changing strategies.

## ONLINE TRAINING EVENT BY “INSIGHT I LOVE YOU”

This online knowledge sharing session will be focused on the topics of business strategy: Next steps beyond marketing research findings. The training would cover:

- Understanding customers’ jobs to be done and how strategies play a critical role in creating value for them.
- Disruptive strategies: How it works and the essence of balancing between innovation and control
- Strategy execution: Planning, monitoring, and measuring strategy execution.
- Case study: Business strategy blueprint developed from marketing research findings.

Registration link: <https://forms.gle/BUhSVPnYDfYuSUke9>

The poster features a grey top section with the title 'BUSINESS STRATEGIES: NEXT STEPS BEYOND MARKETING RESEARCH FINDINGS' in white. Below this is a yellow section with event details: '★23RD★ NOVEMBER' and '10.30 AM - 12.00PM' in a dark banner, with 'MICROSOFT TEAMS MEETING' below. A world map icon is next to the text 'FREE online knowledge sharing session'. The right side lists four topics with icons: 1. Understanding customers' jobs to be done and how strategies play a critical role in creating value for them. 2. Disruptive strategies: how it works and the essence of balancing between innovation and control. 3. Strategy execution: planning, monitoring, and measuring strategy execution. 4. Case study: business strategy blueprint developed from marketing research findings. The bottom left shows 'SHARED BY Pimpassorn Dithwatcharapaisarn (Kobb) Founder & Researcher, Insight I Love You Co., Ltd.' with icons of people and lightbulbs. The bottom right has a 'SCAN HERE' QR code. The footer is a dark brown bar with 'WWW.TMRS.OR.TH'.

INSIGHT I Love You Co., Ltd. TMRS Thailand Marketing Research Society

# BUSINESS STRATEGIES:

NEXT STEPS BEYOND MARKETING RESEARCH FINDINGS

★23RD★  
NOVEMBER

10.30 AM - 12.00PM

MICROSOFT TEAMS MEETING

FREE  
online knowledge  
sharing session

- UNDERSTANDING CUSTOMERS' JOBS TO BE DONE AND HOW STRATEGIES PLAY A CRITICAL ROLE IN CREATING VALUE FOR THEM.
- DISRUPTIVE STRATEGIES: HOW IT WORKS AND THE ESSENCE OF BALANCING BETWEEN INNOVATION AND CONTROL
- STRATEGY EXECUTION: PLANNING, MONITORING, AND MEASURING STRATEGY EXECUTION.
- CASE STUDY: BUSINESS STRATEGY BLUEPRINT DEVELOPED FROM MARKETING RESEARCH FINDINGS.

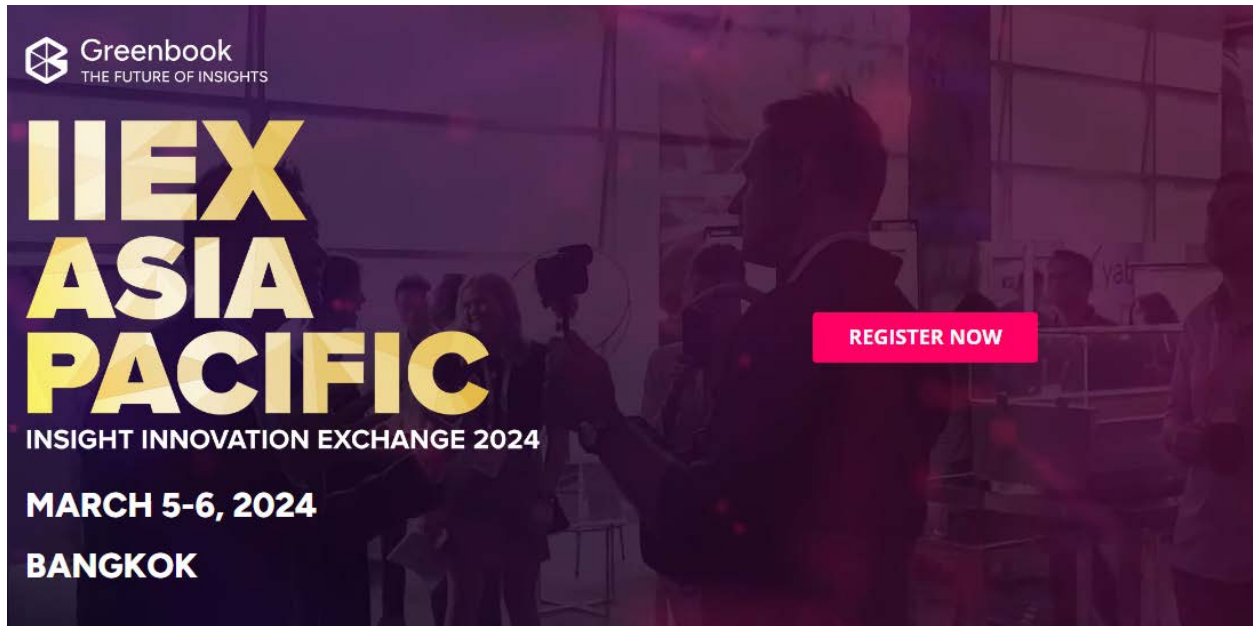
SHARED BY  
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Insight I Love You Co., Ltd.

SCAN HERE

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## 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



สมาคมวิจัยการตลาด  
แห่งประเทศไทย  
Thailand Marketing  
Research Society

#marketingresearchmatters  
#วิจัยการตลาดที่ตอบโจทย์