

Hello to all TMRS members and friends,

As we are approaching the Thai New Year! We would like to wish you happiness and wonderful previous time with your family and your loved one. Songkran holiday is a time where you celebrate and cherish the bond with your family.

These coming April and May there will be several events happening to enhance the research knowledge as well as create a continuous momentum of idea sharing.

Our emphasis this month is also to help the market understand that

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and you will be hearing more about that soon.

In the meantime, a few highlights of partnerships that you can take advantage of in preparing yourself and your teams for more success.

Getting started in Business Storytelling 4th April

<https://researchsociety.com.au/events/event/cs23-storytelling>

Our Australian friends at the research society will be running many on-line training seminars and workshops this year. One of the first is a 2-hour workshop on better business storytelling being led by our board member Khun Dave McCaughan. These sessions are open to anyone and our members at TMRS can register and pay for the "membership" as a special discount.



**Getting started with
Business Storytelling**

Dave McCaughan
Storyteller

Tuesday, 4 April 2023
@2 - 4PM AEST **ONLINE**

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

CORE SKILLS

The Research Society

#marketingresearchmatters

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Cultural Intelligence 5th April: 12.00: 13.00 p.m.

[Sasin Research Seminar: Understanding culture and cultural competence from an intergroup perspective \(google.com\)](#)

Dr. Yupin Patara, our board of director also shares with us the upcoming event at Sasin where TMRS fan can joint Sasin Research Seminar by Associate Professor Melody Manchi Chao, Department of Management, The Hong Kong University of Science and Technology (HKUST). The topic is centered around impacts of culture and cultural intelligence in the increasingly diverse workforce.



Sasin Research Seminar Series

Cultural Intelligence



Associate Professor Melody Manchi Chao
Department of Management
The Hong Kong University of Science and Technology (HKUST)

 Wednesday
April 5

 From 12 PM
to 1 PM

 2nd Floor,
Room 201

ESOMAR x TMRS Research Week Mid-May

National, regional, and global associations around the world will be bringing inspiring content demonstrating how essential insights and analytics help shaping a better society. ESOMAR x TMRS has collaborated with ESOMAR to create an in-person event in Mid-May. The event will be centered around Research Technology (ResTech) to understand how new technology that has been utilized in Marketing and Marketing Research in order to capture insight and provide research solutions.

TMRS Train the Trainer Program

Our board of director, Prof. Jirayut Poomontre (Kasemsant Na Ayutthaya) from Academic Team also planning an upcoming training for researchers in both qualitative and quantitative to join practical training by TMRS. We are also open to conduct marketing research training for both university and academic. So please do not hesitate to reach out to us at Thailand Marketing Research Society contact.tmr@gmail.com

As I said, much more to come from TMRS this year. Please do get in contact if you have ideas or suggestions.

Thank you!



Nicha Tanskul
TMRS President