

Sawadee ka all TMRS members and friends,

We hope you've enjoyed the first quarter of this year and are looking forward to the second quarter and the Songkran holiday. TMRS has prepared some exciting activities for you in April and May.



## **UP COMING EVENT IN COMING MONTHS**

### **1<sup>st</sup> WEEK OF APRIL HANDS ON RESEARCH TRAINING BOTH QUALITATIVE AND QUANTITATIVE**

We will be offering training in both quantitative and qualitative research. This course will give you a deep dive into the basic and practical applications of both methods.

The quantitative research session will cover an overview of quantitative research, best practices for mobile and online research, and will wrap up with a focus on quantitative analysis.

The qualitative research session will include an overview of qualitative research, tips for running IDIs (In-Depth Interviews) and Focus Groups in practice, and data analysis using qualitative tools and AI. Please stay informed for more details.

The training will be led by multinational research companies for 2 full days. The training dates will be on the 3<sup>rd</sup> and on the 4<sup>th</sup> of April. Once again, as an individual or corporate member, you'll be eligible for a discount! The training will be a full day at the Mode Sathorn Hotel (Located at Surasak BTS Station), with two coffee breaks and lunch provided for all participants. We look forward to seeing you there!

The program for qualitative training will be on the 3<sup>rd</sup> of April.

**TMRS** สมาคมวิจัยการตลาดแห่งประเทศไทย  
Thailand Marketing Research Society

**3** APRIL, 2025  
9.00 AM - 5.00 PM  
MODE SATHORN HOTEL

**Dr. Neil Gains**  
BEHAVIOURAL SCIENTIST  
CULTURAL PSYCHOLOGIST

**Nongnoot Pongpong**  
CLIENT PARTNER AND STRATEGIC SOLUTION,  
KANTAR

**Dr. Nicha Tanskul**  
MANAGING DIRECTOR, CUSTOM ASIA  
PRESIDENT, TMRS

2025 ★

# QUALITATIVE RESEARCH

## TRAINING

**AGENDA**

- 1 Qualitative Research Overview
- 2 Qualitative Research in Action (Laddering Technique/ Projective Technique)
- 3 Semiotics
- 4 Data Analytics for Qualitative

**REGISTRATION**

- ▶▶▶ TMRS Member 8,000 Baht
- ▶▶▶ Non -TMRS Member 9,900 Baht
- ▶▶▶ SCAN HERE 
- ▶▶▶ Includes 2 Breaks and Buffer Lunch

CONTACT US 02-649-9799 EXT 2011 www.tmrs.or.th arirat.y@c-asia.com

The program for quantitative training will be on the 4<sup>th</sup> of April



# QUANTITATIVE RESEARCH TRAINING

<p><b>Amornrat</b> Chunprawat</p> <p>Operations Director and Research Partner Lead Intage Thailand</p>	<p><b>Grant</b> Bertoli</p> <p>CEO Marketbuzz</p>	<p><b>Naphatrada</b> Chuenjitirakamon</p> <p>Associate Director Rakuten Insight Thailand</p>	<p>Asst. Prof. Dr. <b>Jirayu</b> P. Kasemsant</p> <p>Director Assumption University</p>
--	---	--	---

## AGENDA

- ✓ **An overview of the marketing research and AI in Quant**  
Quantitative Research Overview  
Research Brief/Proposal Preparation  
Utilization of AI in Quantitative
- ✓ **How to set up and utilization of mobile survey**  
Mobile Survey Overview  
Sample Selection and Questionnaire Design  
Do and Don't  
Data Collection Do and Don't
- ✓ **Online survey**  
Online Survey Overview  
Sample Selection and Questionnaire Design Do and Don't  
Data Collection Do and Don't
- ✓ **Data Analytics**

## DETAILS

- 📅 4 April 2025
- 🕒 09.00 AM - 05.00 PM
- 📍 The Podium, Mode Sathorn Hotel

## REGISTRATION

- ✓ TMRS Member : 8,000 Baht
  - ✓ Non-TMRS Member : 9,900 Baht
- Includes 2 Breaks and Buffer Lunch!



CONTACT US

📞 02-649-9799 EXT 2011

🌐 [www.tmrs.or.th](http://www.tmrs.or.th)

✉ [arirat.y@c-asia.com](mailto:arirat.y@c-asia.com)

## MRMW APRIL

As we have built a strong collaboration with Merlien Institutes, we are proud to be the official partner this year. Join us on the journey to Singapore to learn more about the latest updates in the research industry. Our TMRS members are eligible for a 15% discount on registration!



**MRMW** APAC: 2025 Singapore

Inspiration  
Innovation  
Insight

➔ Master cutting-edge consumer insight techniques from global leaders.

**April 9 – 10, 2025 Singapore**

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

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

Use Promo Code: **TMR15**

**MEDIA PARTNER**

**TMRS** สมาคมวิจัยการตลาดแห่งประเทศไทย  
Thailand Marketing Research Society

## **MAY**

We are excited to invite you to the TMRS Annual Meeting, where we will announce the updated Social Economic Classification based on last year's results. We hope to have the opportunity to gather together and explore the new applications of the SES, based on the findings from Dr. Jirayut Kasemsant Na Ayudhaya and his team. We would be thrilled if you could join us!



## **ESOMAR IS GATHERING THE INFORMATION ON GLOBAL MARKET RESEARCH AND GLOBAL RESEARCH SOFTWARE 2025**

As ESOMAR aims to provide an overview of market research and market research software worldwide, we'd like to inform you that, as a market research and research software company, you may be contacted by ESOMAR to participate in the survey.

By identifying the market research sector's progress, research software sector's status, and historical trends, this report will help you to:

- guide your business investment plans,
- identify growth opportunities, prepare your mergers and acquisitions,
- Support your insights projects, academic theses, market studies, and ads.

The global data will be shared with those who contribute to the survey. We look forward to your kind support and participation in this activity.

As mentioned, there's much more to come from TMRS this year. Please don't hesitate to reach out to us with any ideas or suggestions via [contact.tmr@gmail.com](mailto:contact.tmr@gmail.com). Our team is excited to share our insights with both academia and corporate partners who are interested in learning more about insights, market research, and its applications.

Thank you!

TMRS Team



สมาคมวิจัยการตลาด  
แห่งประเทศไทย  
Thailand Marketing  
Research Society



#marketingresearchmatters

#วิจัยการตลาดที่ตอบโจทย์