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

1st WEEK OF APRIL HANDS ON RESEACH 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 3rd and on the 4th 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 3rd of April.





TRAINING



Chunprawat

Operations Director and Research Partner Lead Intage Thailand



Grant Bertoli



Naphatrada

Chuenjitjirakamon

Associate Director Rakuten Insight Thailand



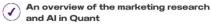
Asst. Prof. Dr.

Jirayu P. Kasemsant

Director Assumption University



AGENDA



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



(O) 09.00 AM - 05.00 PM

The Podium, Mode Sathorn Hotel

REGISTRATION



TMRS Member: Non-TMRS Member:

8,000 Baht 9,900 Baht Includes 2 Breaks and Buffer Lunch!

CONTACT US







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!



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.tmrs@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



#marketingresearchmatters #วิจัยการตลาดที่ตอบโจทย์