

Sawasdee ka all TMRS members and friends,

We hope that you all had a wonderful vacation and are returning to the office with fresh energy for the upcoming year of 2025. Throughout the past year, 2024, TMRS has organized various activities and received great support from our members, and we look forward to continuing this momentum in the year ahead.

Below is a video link that recounts the wonderful memories we shared together last year. We are excited to continue our activities and create more memorable moments together in the year to come.

[2024 Recap for TMRS.mp4](#)



THE EVENT THAT WE HAVE COLLABORATED WITH OTHER ORGANIZATIONS IN JANUARY

THAILAND MARKETING DAY 2025: “THE NEXT MARKETING BATTLE”

A successful event at the beginning of this year where TMRS has become an official partner for **Thailand Marketing Day 2025: The Next Marketing Battle**. One of the sessions during the event was moderated by our honorary board advisor, **Dr. Dangjaithawin Anantachai**, who has captured the concept of sustainability through SATI.



TMRS Thailand will continuously maintain our strong collaboration with Marketing Association of Thailand (MAT) for many years to come.

THE ASIA DIGITAL INSIGHT SUMMIT

We are proud to announce that our esteemed TMRS board members, **Khun Dave McCaughan**, **Khun Craig Griffin**, and **Khun Nicha Tanskul**, successfully participated in the Asia Digital Insights Summit, co-hosted by FUEL ASIA Research & Consulting and Insight Platforms, from January 8-9, 2025.



Khun Dave McCaughan, as a keynote speaker, Khun Craig Griffin, as a co-host, and Dr. Nicha, as a moderator, contributed to a significant milestone that underscores the growing interest in the transformative power of research technology in Asia. Their session offered a deep dive into invaluable insights and shared extensive expertise in marketing research.

THE AUSTCHAM EVENT

The graphic is a promotional poster for a webinar. At the top left, it says 'AustCham Thailand' with the tagline 'Business | Connections | Community' and a 'LIVE' icon. At the top right, a circular badge indicates the date '15 JAN' and time '09.00 - 10.00 HRS'. The main title is 'DIGITAL INSIGHTS WEBINAR SERIES #1' in a green banner, followed by the specific topic '“WHAT TO EXPECT FROM DIGITAL IN 2025”' in a yellow banner. Below this, two speakers are featured in circular frames: Grant Bertoli, CEO of Marketbuzz, and Dave McCaughan, a storyteller for BIBLIOSEXUAL. To the right of the speakers, event details are listed: 'WED 15 JAN 2025 09.00 - 10.00 hrs.', 'Online via ZOOM', and 'Free of Charge for AustCham members'. At the bottom, there are logos for sponsors and partners, including '2025 PLATINUM SPONSORS' (LINFOX, Kingsgate), '2025 EDUCATION PARTNER' (nurture, GLOBAL ACADEMY), and '2025 PLATINUM SPONSORS' (LINFOX, Kingsgate).

AustCham Thailand
Business | Connections | Community
▶ LIVE AustCham Thailand Webinar

15 JAN
09.00 - 10.00 HRS

DIGITAL INSIGHTS WEBINAR SERIES #1

“WHAT TO EXPECT FROM DIGITAL IN 2025”

Grant Bertoli
CEO, Marketbuzz

Dave McCaughan
Storyteller, BIBLIOSEXUAL

WED 15 JAN 2025
09.00 - 10.00 hrs.

Online
via ZOOM

Free of Charge
for AustCham members

2025 PLATINUM SPONSORS
LINFOX
Kingsgate

2025 EDUCATION PARTNER
nurture
GLOBAL ACADEMY

A special AustCham Thailand Digital Insights Webinar Series, led by TMRS’ honorary board members, **Khun Grant Bertoli and Khun Dave McCaughan**. This exclusive, free series is designed for AustCham members to stay ahead in the evolving digital landscape.

Key Topics:

- Top digital trends in Thailand, including AI & emerging platforms
- 10 bold predictions for 2025
- Practical tips to optimize your digital strategy

UP COMING EVENT

IIEX APAC 2025: THE PREMIER MARKET RESEARCH CONFERENCE IN ASIA-PACIFIC



IIEX is back this February with various speakers. IIEX APAC offers a unique platform to dive into innovative concepts, participate in engaging discussions, and experience interactive demonstrations. You'll encounter the latest advancements in technology, methodology, and emerging trends that are redefining the insights landscape.

Khun Dave McCaughan as a program committee also has shared a good news with us that TMRS members will get special discount code during the registration: [TMRS100](#)

EXCITING TRAINING EVENT THIS YEAR

This year, we are thrilled to offer a comprehensive training event covering both Basic Qualitative and Basic Quantitative Research techniques. Stay tuned for upcoming class details!

BASIC QUALITATIVE RESEARCH TRAINING

Objective: Provide learners with a solid understanding of qualitative research methods and the tools used to analyze qualitative data.

Course Outline:

- What is qualitative research?
- Research methodologies in qualitative studies and when to use them
- Designing qualitative research
- Gaining insights through qualitative techniques
- Designing a screener for qualitative research
- Creating an effective discussion guide
- Analyzing qualitative research data
- Tools for analyzing qualitative data

BASIC QUANTITATIVE RESEARCH TRAINING

Objective: Equip participants with the foundational knowledge and tools necessary to understand and analyze quantitative research effectively.

Course Outline:

- What is quantitative research?
- Understanding research methodologies in quantitative research and when to apply them
- Determining the right sample size for quantitative studies
- How to create a screener for quantitative research
- Designing an effective questionnaire for quantitative research
- Ensuring the quality and validity of your quantitative research questionnaire
- Techniques for coding and analyzing quantitative data
- Key tools for analyzing quantitative research data

As mentioned, there's much more to look forward to from TMRS this year! If you have any ideas or suggestions, please don't hesitate to reach out to us at contact.tmrs@gmail.com. Our team is excited to share our insights with both academia and corporate professionals who are eager to learn more about insights, marketing research, and practical applications.

Thank you!

TMRS Team



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