

Sawasdee ka all TMRS members and friends,



As December has arrived, on behalf of TMRS, we would like to pay tribute and express our deepest respect to our beloved late King Rama IX. In honor of His Royal Majesty's immense contributions to the well-being of all Thais and the progress of our nation, we acknowledge his tireless dedication and selfless service. His Majesty worked relentlessly to improve the quality of life for the Thai people, always striving to safeguard the nation from external challenges and turbulence such as flood disaster. His unwavering commitment has left an indelible mark on the hearts of all who are fortunate to have witnessed his reign.

## Merry Christmas and Happy New Year

In addition, we would like to warmly wish you a Merry Christmas and a Happy New Year! This is such a special season to celebrate and embrace the joy of the holiday spirit. May your days be filled with love, laughter, and happiness, and may the year ahead bring you endless blessings and wonderful memories!



## UP COMING EVENT IN THE FIRST QUARTER OF THE YEAR

### THE ASIA DIGITAL INSIGHTS SUMMIT IN JANUARY



The Asia Digital Insights Summit is the first virtual conference dedicated to research & insights technology for Asian markets. The Asia Digital Insights Summit will showcase the latest trends, tech and methods in research & analytics for the region. **TMRS is very delighted to take part in the Asia Digital Insights Summit virtual booth. Our honorary board member, Dave McCaughan, will be the keynote speaker for the event** where he will share the importance of maintaining #original voice in the era of AI. Here's a teaser..... More details of the event here <https://lnkd.in/gPym3-Ei>

### THE IIEX IN FEBRUARY



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. Please stay tuned for more detailed updates.

## TRAINING EVENT FOR NEXT YEAR

### Exciting Training Event Coming Next Year!

Next 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 next year! If you have any ideas or suggestions, please don't hesitate to reach out to us at [contact.tmrs@gmail.com](mailto: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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แห่งประเทศไทย  
Thailand Marketing  
Research Society

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