

Sawadee ka all TMRS members and friends,

February brings the celebration of Valentine's Day to many of us!

The holiday has roots in both ancient Roman and Christian traditions. One popular story is about a priest named Valentine in Ancient Rome. Emperor Claudius II banned marriages for young soldiers, thinking unmarried men made better fighters. But Valentine secretly married couples anyway and was sentenced to death on February 14th.

In Christian tradition, February 14th was also the feast day of Saint Valentine, honoring all the martyrs named Valentine. Over time, the day became all about love and affection.

Today, Valentine's Day is celebrated worldwide as a day to show love and appreciation for those we care about and TMRS would like to share the LOVE to all our community members.



There are several initiatives that we would like to share with you.

THE RECENT ACTIVITIES THAT WERE HAPPENING IN FEBRUARY IS

IIEX 2025 February 18th -19th

We'd like to thank the Greenbook Team for organizing another fantastic international insight event in Thailand this year. It was such a vibrant event! We were also honored to have our honorary board members and both former TMRS presidents participating as speakers and session chair. These include Mr. Jerome Hervio, Mr. Grant Bertoli and Mr. Dave McCaughan.



UP COMING EVENT IN COMING MONTHS

4th WEEK OF MARCH 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. Please stay tuned for more details and updates on the training programs!

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: Inspiration Innovation Insight

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

April 9 – 10, 2025 Singapore
Register Now: 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 CONGRESS IS CALLING FOR SPEAKERS

CONGRESS 2025 CALL FOR SPEAKERS NOW OPEN!

Got a bold idea or fresh perspective? **Congress 2025 | Reimagine** is looking for inspiring voices to take the stage in Prague, 28 Sept – 1 Oct.



Reimagine—where creativity, technology, and bold ideas converge to revolutionize the way we see and shape the future. In Prague—a city celebrated as a hub for innovation and daring experimentation—we'll embrace fresh thinking and spark dynamic conversations that will drive the industry forward.

Submit your proposal by 7 March and take the stage to showcase how your work is redefining consumer behavior, cultural shifts, and the evolving role of insights.

This year at **Congress 2025 | Reimagine** we'll gather to **rethink, recalibrate, and realise** the possibilities for the insights industry—together.

<https://esomar.org/newsroom/the-call-for-speakers-for-congress-2025-reimagine-is-now-open>

As mentioned, much more to come from TMRS this year. Please do not hesitate to get in touch with us if you have ideas or suggestions via contact.tmr@gmail.com. Our team are delighted to share our view regarding insights with Academia as well as Corporate who would like to know more about insights, marketing research and applications.

Thank you!

TMRS Team



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