

Sawasdee ka all TMRS members and friends,

We hope that you have enjoyed our TMRS activities so far as it is almost the end of the year, and it is getting close to festive seasons. We hope you enjoy your time with your family, friends and love one.

**THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END NOVEMBER ARE**

**ESOMAR APAC EVENT 2024**

We would like to extend a heartfelt thank you to ESOMAR for giving us the incredible opportunity to participate in the ESOMAR APAC EVENT 2024 Event! Our members had a fantastic time engaging at the TMRS booth and participating in ESOMAR activities. Special thanks to our member companies: Kantar, MarketBuzzz, Sprint Research and Webcall International Research, who actively took part in the event, along with our esteemed Honorary Board Member, Khun Grant Bertoli, and Khun Craig Griffin, Additionally, Dr. Dangjaithawin Anantachai and Dr. Arpatat Boonrod made a valuable contribution as a speaker, sharing their expertise and insights with the attendees. While Khun Dave McCaughan took the lead as the session chair.



## QUAL 360 EVENT 2024

Assistant Professor, Dr. Yupin Patara also represented the Thailand Marketing Research Society Board at the QUAL 360 event in Singapore, bringing valuable insights and contributing to the dynamic discussions!



## OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

### UPCOMING EVENT FOR NEXT YEAR

#### THE ASIA DIGITAL INSIGHTS SUMMIT IN JANUARY

**Asia Digital Insights Summit**

Celebrating Innovation in Research, Data & Analytics across Asia Pacific

**INSIGHT** platforms  
insightplatforms.com

**FUEL ASIA**  
RESEARCH & CONSULTING

Virtual Event | Jan 8th - 9th 2025 | Watch Live & On-Demand

[JOIN THE LINE-UP](#) [ATTEND FOR FREE](#)

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.

## 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.

## JMRA & APRC Up Coming Conference – October 2025

This conference event will be organized by Asia Pacific Research Committee in collaboration with Japan Marketing Research Association for their 50<sup>th</sup> Anniversary. 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.tmr@gmail.com](mailto:contact.tmr@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 its practical applications.

Thank you!

TMRS Team



สมาคมวิจัยการตลาด  
แห่งประเทศไทย  
Thailand Marketing  
Research Society

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#marketingresearchmatters  
#วิจัยการตลาดที่ตอบโจทย์