

Sawasdee ka all TMRS members and friends,

We hope that you have an enjoyable day on Labor Day and come back to the office with full energy. We would like to share with you the activities that we organized last month as part of Thai New Year Celebration.

### **TMRS x ESOMAR Songkran Events**

We would like to thank all of you who have joined us and participated at this special event, and we hope that it is a pleasant and memorable gathering where we get to meet and understand those who have contribute so much to Thailand Research Society.



We would like to give special gratitude to our TMRS honorary boards as well as TMRS founders and previous TMRS presidents who have provided a great foundation for Thailand Marketing Research Society and have joined us in this event (Khun Daranee Charoenratchapak, Khun Viriya Vorakittikun, Dr Dangjaithawin (Orm) Anantachai, Dr. Arapat Boonrod, Khun Sukit Tanskul, Khun Jerome Hervio, Khun Dave McCaughan) and have made this event so special.


There will be more in person gathering events so please come and join us!!!


## THE UPCOMING EVENTS IN MAY


### ENTREPRENEURSHIP TALK



Join us for an exclusive opportunity to hear from an industry-leading Entrepreneur and delve into the future of your career. This event is tailored especially for those intrigued by the dynamic realms of insight and research, eager to gain invaluable insights and wisdom from seasoned professionals.

 **Meet Khun Art:** A trailblazer in the field, Khun Art exemplifies the journey from insightful employee to successful business owner. Drawing from his rich experiences, he will illuminate the path to success, sharing tales of triumphs, challenges, and the essential qualities that propel one towards entrepreneurial excellence.

 **What to Expect:** Engage in lively discussions, gain firsthand knowledge, and seize the opportunity to interact with Khun Art through an interactive Q&A session. Whether you're a budding researcher seeking career guidance or an aspiring entrepreneur with dreams of launching your venture, this event promises inspiration and enlightenment.

 **Networking and Nourishment:** Complementing the enriching discussions, indulge in delectable refreshments and drinks while mingling with peers and industry experts. Forge meaningful connections and foster collaborations amidst a convivial atmosphere.

## THE UPCOMING EVENTS IN JUNE

### PDPA TRAINING SESSION BY HSM LAW

Unlock the complexities of Personal Data Protection Act (PDPA) regulations with an immersive training session trained by HSM Law by the end of June. Whether you're an insight user or provider, this event promises invaluable insights to fortify your compliance knowledge.

#### Agenda Highlights:

- **Mastering Consent Forms:** Discover the essential components required for compliance within consent forms.
- **Third-Party Consent Acquisition:** Navigate the intricate process of securing consent from third parties to access sensitive data.
- **Power of Data Processing Agreements:** Delve into the significance and implications of robust data processing agreements in safeguarding privacy.
- **Bridging PDPA and GDPR:** Gain a nuanced understanding of how GDPR intersects with PDPA regulations, especially concerning data gathering insights and AI analytics.
- **Engaging Q&A Session:** Participate in a dynamic Q&A session tailored to address specific queries and concerns, fostering interactive learning.



The graphic features a central image of a person in a dark suit with a glowing shield over their chest. The shield contains a white checkmark. Above the person, there is a small logo for the Thai Personal Data Protection Commission. Below the image, the text 'PDPA WORKSHOP' is prominently displayed in large, bold, white letters. Underneath, two circular icons labeled '01' and '02' introduce the topics: 'PDPA in Research and Insight' and 'PDPA with AI and Big Data Analytics'. The bottom section provides event details: date (27 June 2024), location (Maha Sathorn Hotel), time (10.00 AM - 12.30 PM), a 'REGISTER >>' button, and speaker information for Ananya Anumas, LL.B., LL.D., including her photo, a QR code to apply, and a list of her qualifications and degrees.

**PDPA WORKSHOP**

**01 PDPA in Research and Insight:**

- Understanding PDPA and its link to GDPR.
- Essential preparations for Data Owners and Processors.

**02 PDPA with AI and Big Data Analytics**

- Challenges and strategies for compliance.

**27 June 2024**

**Maha Sathorn Hotel**

**10.00 AM - 12.30 PM**

**REGISTER >>**

**Non-member - 4,000 Baht**  
**Member - 3,000 Baht**

**About the Speaker: Ananya Anumas, LL.B., LL.D.**

- Managing Partner at HSM Law
- Legal consultant in data protection and privacy compliance

**Degrees:**

- LL.B from Thammasat University
- Barrister at Law, Institute of Legal Education, Thai Bar Association
- LL.D (Sapam Doctor) in Property Management Law, NIDA Law School
- MBA in General Management, NIDA Business School
- Over 20 years' experience in general management in various industries, include business analysis, merger and acquisition, business planning and audit, operation management, HR management and development including labour welfare.

**Apply here: RSVP by 26 June 2024**


Stay ahead of regulatory shifts and fortify your compliance strategies with insights from legal experts at HSM Law. Network with industry peers and elevate your understanding of PDPA compliance in today's data-driven landscape. Limited seats available. Reserve your place today here [TMRS PDPA WORKSHOP](#) to ensure your participation in this pivotal training opportunity.

## CSR AND SOCIAL EVENT: PAPER RANGER

### CSR AND SOCIAL GATHERING: PAPER HERO

Prepare for an exciting opportunity with TMRS! We invite you to be a part of something truly special—a chance to mingle, connect, and make a difference in the lives of young children. Join us as we channel our creativity into crafting handmade notebooks for schools and children in need. It's not just an event; it's a chance to become a Paper Ranger!

Get ready for an unforgettable experience lasting around 3 hours. If you're eager to dive in, stay tuned for updates on LinkedIn, Facebook, and our website. Let's unleash the hero within and spread joy, one handmade notebook at a time! For registration, please visit [Paper Ranger Registration](#)



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# PAPER RANGER


**KIDCYCLE  
NOTEBOOKS 2024**


“Let our notebooks be a bridge sending happiness from the giver to the receiver”

**LOCATION: 8TH FLOOR CENTRAL  
WORLD**

**DATE: FRIDAY 14<sup>th</sup> JUNE 2024**

**TIME: 10.30-13.00**



Apply here 

## **BEHAVIORAL TRAINING EVENT BY EXPERTS IN BEHAVIORAL ECONOMICS**

### **Nudging the Consumer to Your Brand Rethinking Marketing through the Behavioral Economics Lens**

[Bertrand Russell](#) once remarked, "It has been said that man is a rational animal — throughout a long life, I have been searching evidence which could support this." Behavioral economics tells us that, we may think of ourselves as rational, but our choices are governed by systematic and predictable biases and are susceptible to change based on the context.

In this half-day seminar, we examine the key concepts of behavioral economics from the perspective of understanding consumer choices. The relevance of these ideas pervades all areas of marketing - from pricing, to communication to designing superlative customer experiences. Daniel Kahneman's contribution to understanding judgment and decision-making, which forms the foundations of behavioral economics, was awarded the Nobel Prize in 2002. And Richard Thaler, who developed on ideas of Kahneman was awarded the Nobel Prize in 2017.

Brand choice is all about judgment and decision-making - and understanding the social and psychological factors that influence brand choice is a must for every successful marketer as it is for the marketing researcher. Only through this understanding can the marketers design a choice architecture, that nudges the consumer to their brand

#### **Program**

- Understanding the consumer choice process
- System 1 and System 2 driven consumer behavior
- Heuristics Biases governing consumer choices under various conditions – how do these influence the choices of consumers, who are faced with a plethora of products
- The “nudge framework” for marketing
- How the right “framing” and “priming” of choices can make all the difference in winning the consumers and increasing their spending
- The experiencing self and the remembering self – and implications on the design of communications and consumer experiences
- Generating insights through a behavioral economics lens - implications on market research.

Join now by clicking the link [Behavioral Economics](#)

## Nudging the Consumer to Your Brand

### Rethinking Marketing through the Behavioral Economics Lens

**25 JUNE 2024**  
9:00 AM - 12:30 PM

VIE HOTEL BANGKOK,  
MGALLERY COLLECTION

**REGISTER NOW**

3,000 Baht for Member  
6,000 Baht for Non-Member



#### Our Speaker

##### MR. ASHOK SETHI

- 01** Co-founder and Director - solutions  
Behave Consulting Co Ltd, Shanghai, China
- 02** General Manager  
@lumina Institute, Shanghai, China
- 03** Managing Director China  
GfK Consumer Experiences
- 04** Author  
"Chinese Consumers - Exploring the World's Largest Demographic"



#### Our Speaker

##### MR. GRANT BERTOLI

- 01** CEO - Marketbuzz  
Buzzbees Co., Ltd.
- 02** CEO South East Asia  
Ipsook, Singapore
- 03** Managing Director  
Kantar
- 04** Honorary Board of Director and Former President  
Thailand Marketing Research Society

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Bertrand Russell once pondered, "Is man truly rational?" Behavioral economics suggests otherwise, revealing systematic biases in decision-making.

Join our seminar to explore how these biases shape consumer choices in marketing, drawing on the insights of Nobel laureates Daniel Kahneman and Richard Thaler. Learn to design effective choice architectures that guide consumers towards your brand.

#### Program:

- Understanding the consumer choice process
- System 1 and System 2 driven consumer behavior
- Heuristics Biases governing consumer choices under various conditions - how do these influence the choices of consumers, who are faced with a plethora of products
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- How the right "framing" and "priming" of choices can make all the difference in winning the consumers and increasing their spending
- The experiencing self and the remembering self - and implications on the design of communications and consumer experiences
- Generating insights through a behavioral economics lens - implications on market research.

As mentioned, much more to come from TMRS this year and the year to come. Please do not hesitate to get in touch with us if you have ideas or suggestions via [contact.tmrsg@gmail.com](mailto:contact.tmrsg@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.

Please follow us on [TMRS Facebook](#)/ [TMRS LinkedIn](#) so you don't miss any news and updates.

Thank you!  
TMRS Team



สมาคมวิจัยการตลาด  
แห่งประเทศไทย  
Thailand Marketing  
Research Society

#marketingresearchmatters

#วิจัยการตลาดที่ตอบโจทย์