

Sawadee ka all TMRS members and friends,

Welcome back from the Long Buddhist Holidays! We hope that during this holiday you have time to reflect and have some peaceful moments. As we have moved past the 1st half of the year 2024. There are several initiatives that we would like to share with you.

THE RECENT ACTIVITIES THAT WERE JUST ENDED AT THE END OF JUNE ARE

BEHAVIORAL TRAINING EVENT BY EXPERTS IN BEHAVIORAL ECONOMICS

TMRS extends heartfelt gratitude to Khun Grant Bertoli, CEO of Marketbuzz and Honorary Board Director & former TMRS President, and Khun Ashok Sethi, Founder of Behave Consulting, for delivering an engaging and insightful workshop titled "Nudging the Consumer to Your Brand: Rethinking Marketing through the Behavioral Economics Lens." Participants delved into the principles of behavioral economics, enhancing their understanding of consumer decision-making processes. They discovered how strategic 'framing' and 'priming' of choices can significantly influence consumer behavior and boost spending.

Moreover, we extend special thanks to all our participants from **Siam Piwat, Brainjuice, Dr. Suwanna Kowsakul ,our TMRS Board** for joining us. We hope the workshop proves to be greatly beneficial for you.



PDPA TRAINING SESSION BY HSM LAW

PDPA and GDPR awareness have skyrocketed thanks to the informative training provided by Ananya Anumas, LL.D., from HSM Law. Dr. Ananya also shared ongoing global trends with AI in PDPA and GDPR, offering insightful guidelines for those in market research and the general industry at Courtyard by Marriot

TMRS extends its heartfelt gratitude to HSM Law for conducting this workshop. We also want to thank the enthusiastic participants from **Thai Union, IPSOS, NielsenIQ and Custom Asia** for sharing their experiences and case studies with us.



OUR UP COMING ACTIVITIES AND BENEFITS TO MEMBERS

THE EVENT WITH SHELOVESDATA, SASIN, ESOMAR ON JULY 23RD

Our board of director are collaborating to create the space for ladies who are interested in pursuing their careers in data analytics. The event is supported by Sasin School of Management, ESOMAR, TMRS and SheLovesData. Currently there are more than 100 people registered.



Introduction to AI: Data Analytics in the world of AI





Quinn Pham
Director of Solutions Consulting
Meiro, Singapore



Jana Marle Zizkova
Co-Founder & CEO
Meiro & She Loves Data



Arpatat Boonrod
Client TH & Head of Growth, SEA
Kantar



Yupin Patarapongsant
Assistant Professor of Marketing
SASIN School of Management,
Bangkok



Nicha Tanskul
President of TMRS and
Managing Director at Custom
Asia, Thailand

 **Tuesday, 23 July 2024**

 **9am-5pm
Thai Time**

 **TK Hall, 1st Floor, Sasa Patasala Building,
Soi Chula 12, Bangkok, Thailand**

Supported by


THE EVENT WITH SASIN ON JULY 24TH

Khun Dave McCaughan and Dr. Yupin Patara board of directors are having another session at Sasin on July 24th. The event is also open for TMRS members from 6 p.m. to 7.30 p.m. local time. Please feel free to join us in the branding class at Sasin, Room 521 on the 5th Floor

**MKTG D 0064
Brand Management**

“INCLUSIVE V EXCLUSIVE: The Simplest Guide to Brand Positioning”



Wednesday 24th July 2024
6.00 PM - 7.30 PM



Sasin School of Management
Room 521, 5th Floor



Dave McCaughan,
Storyteller,
BIBLIOSEXUAL



SES UPDATE

Dr. Jirayut Poomontre (Kasemsant Na Ayutthaya) our board of director and his team also have complete the Update on Social Economic Class based on the update information from National Statistical Office this year. We will be organizing the event on this classification soon. Please keep yourself posted.



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



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society

#marketingresearchmatters
#วิจัยการตลาดที่ตอบโจทย์