

**Sawasdee ka all TMRS members and friends,**

**On this special occasion of Thai New Year, TMRS would like to wish you a happy Songkran Holidays. May you be blessed with Joy, Peace and great success.**



**Currently our association is working on updating our TMRS website to make it more user-friendly and more informative for those who are interested in looking for information on research services as well as creating content in our Social Media Channel**

### **Website Information**

We would like to encourage all our marketing research members to update their company information via Google Form (<https://forms.gle/i6zJkt8jZwMRGb838>) so that your company information on the website can be updated especially on the area of expertise and point of contact. There will be a search tool upgrade for this year on the website to make it easier for your potential clients to reach out to you.

Please feel free to submit a photo and 1 paragraph short write up (50 words maximum) together with your short link can be submitted to our TMRS secretary at [contact.tmrs@gmail.com](mailto:contact.tmrs@gmail.com)

## WHAT WE HAVE LEARNED FROM IIEX IN MARCH

**Khun Dave McCaughan**, our honorary board of director has shared his insight that the gather from the vibe of IIEX event last month.



***IIEX APAC 2024: Uncover the latest in AI integration with human involvement. Gain valuable insights on leveraging technology for meaningful market research.***

### **Yeah Yeah AI is Hot: but the Real News is Goal of Empathy**

In the last year you could not go to any conference for any industry without at least three quarters of speakers managing to squeeze “gpt” in somewhere. Usually for no reason than to show they were on trend.

What was refreshing here was that while by my estimate over half of the speakers talked about AI in some way the emphasis was on how to leverage the tech with more emphasis on humanization and empathy. The role of people working with AI to get greater scale but also more depth of learning that can make real people’s lives come to life.

The speakers that were of greatest interest were those that explained not only more efficient or comprehensive or scale outcomes from adopting AI in some way but also how to integrate it with human involvement. Not just automated emotional response checking. After all some of us have been using very good AI platforms for that for a decade.

What got the audience interested was when speakers talked of “people” (not “consumers”) and using platforms that would allow us more time to look at how people react, what is happening in the rest of their lives when not using a specified category to expand opportunities. AI provides efficiency, and then good market research people help to understand people.

To access the full article please click the link here : [IIEX APAC 2024: Getting Us Thinking — Greenbook](#)

Credit to:



**Dave McCaughan**  
Founder & Storyteller at BIBLIOSEXUAL

## THE UPCOMING EVENTS

### MRMW APAC EVENT ON APRIL 17-18 IN SINGAPORE

The banner features the MRMW APAC logo with the tagline 'Inspiration Innovation Insight'. It highlights the event as a masterclass in cutting-edge consumer insight techniques from global leaders, scheduled for April 17-18, 2024 in Singapore. A call to action 'Register Now' points to the website apac.mrmw.net. On the right, it identifies the Media Partner as TMS (Thailand Marketing Research Society) and offers a 15% discount for those who sign up now, with the promo code TMS15.

MRMW APAC will take place on April 17-18 in Singapore. In its 17th year, this regional event focuses on the new tools, methods and technologies disrupting the consumer insights industry and the role of the researcher. Top brands speaking at the event include Google, Standard Chartered Bank, IBM, Gojek, Great Eastern, UOB Group, DBS Bank, Kenvue, Telkom Indonesia, Mastercard, LinkedIn, Unilever, Johnson & Johnson, Foodpanda, Spotify, The Coca-Cola Company, Mondelez, Carsome, Haleon, Suntory PepsiCo Vietnam Beverage, and many more! Our much-loved event format provides an intimate environment for horizontal learning and networking amongst peers with a good mix of structured learning with case-studies, roundtable discussions and plenty of networking breaks. **Grab you ticket now with 15% OFF** at <https://apac.mrmw.net/>.

**Promo Code:** TMS15



## UPCOMING TRAINING COURSES BY THE RESEARCH SOCIETY



Recently, TMRS also has collaborated with the Research Society, Australia, and this would allow our TMRS members to access their online courses at a special rate.

**Fundamentals of Quantitative Research**

11 & 12 April 2024  
@12 - 4PM AEST ONLINE

Derek Jones  
D&M Research

FUNDAMENTALS COURSES

Australia's largest community for the research, insights & analytics profession. [www.researchsociety.com.au](http://www.researchsociety.com.au)

**Getting started with Storyfinding**

WHAT'S YOUR STORY?

Tuesday, 23 April 2024  
@1PM - 3PM AEST ONLINE

Ray Poynter  
Managing Director,  
Future Place

CORE SKILLS

Australia's largest community for the research, insights & analytics profession. [www.researchsociety.com.au](http://www.researchsociety.com.au)

**Data Analytics Hybrid Workshops**  
4 topics over 4 weeks

Starting 1 May, 2024  
Live Sessions start on 8 May

@ 2 - 3PM AEST ONLINE

Scott Watson  
Director, Nature

Darren Charles  
Associate Director, Nature

Emma Tommasini  
Partner, Nature

Australia's largest community for the research, insights & analytics profession. [www.researchsociety.com.au](http://www.researchsociety.com.au)

**Using ChatGPT with Qualitative Research**

Thursday, 9 May 2024  
@ 2 - 3.30PM AEST ONLINE

Ray Poynter  
Managing Director,  
Future Place

Australia's largest community for the research, insights & analytics profession. [www.researchsociety.com.au](http://www.researchsociety.com.au)

If you are interested, please do not hesitate to take this opportunity to join an online course from a professional partner through the following link throughout the year: [Upcoming Training \(researchsociety.com.au\)](http://researchsociety.com.au)

If you any further information please do not hesitate to send your questions to [contact.tmrs@gmail.com](mailto:contact.tmrs@gmail.com)

## ESOMAR APAC 2024 in BANGKOK

Don't miss your chance to participate in ESOMAR Asia Pacific. This year the event will be held in Bangkok on the November 6-8<sup>th</sup>



ESOMAR is currently open a call for speaker to be presented at the conference. ***The call for speakers will be closed on the 29<sup>th</sup> April.***

### **Insights Ignited**

Seize the opportunity to illuminate and inspire onstage, share your knowledge, influence the industry's journey, and get people excited about the future of insights.

Share your ground-breaking ideas, innovative approaches, or remarkable experiences with other industry professionals in the region!

For more information, please click the following link: [Asia Pacific 2024 Call for Speakers is now open! \(esomar.org\)](https://www.esomar.org)

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.tMrs@gmail.com](mailto:contact.tMrs@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

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