

Sawasdee ka all TMRS members and friends,

We are excited to share an update on the many activities happening within TMRS.

CSR AND SOCIAL EVENT: PAPER RANGER

We would like to extend our heartfelt thanks to all the participants of this CSR event on June 14, 2024. A special thank you goes to Khun Palasai Sookthis and Khun Chalit Manipalviratn, whose supportive contributions made the event a success. We hope it was a meaningful and memorable experience for all participants and will provide valuable support to the students who received the heartfelt notebooks. Together, we are all heroes!



THE UPCOMING EVENTS IN JUNE

BEHAVIORAL TRAINING EVENT BY EXPERTS IN BEHAVIORAL ECONOMICS

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



Nudging the Consumer to Your Brand

Rethinking Marketing through the Behavioral Economics Lens

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

MARRIOTT EXECUTIVE APARTMENTS SUKHUMVIT PARK - BANGKOK

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
Illuminera 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
Buzzebees Co., Ltd
- 02 CEO South East Asia
Ipsos, Singapore
- 03 Managing Director
Kantar
- 04 Honorary Board of Director and Former President
Thailand Marketing Research Society

Practical Workshop Style session - a hands-on working session to know and apply Behavioral Economics

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.

Airrat 02-649-9799 ext. 2011

contact.tmr@gmail.com

www.tmr.or.th

[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](#)

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.



PDPA WORKSHOP

หัวข้อในการบรรยาย:

- ข้อมูลที่ต้องระบุในหนังสือยินยอมมีอะไรบ้าง?
- จะขอความยินยอมจากบุคคลที่สามในการเข้าถึงข้อมูลได้อย่างไร?
- ความสำคัญของข้อตกลงการประมวลผลข้อมูล
- ผลกระทบของ GDPR ต่อ PDPA ต่อการรวบรวมข้อมูลเชิงลึกและการวิเคราะห์ AI
- ช่วงถามตอบ

27 มิถุนายน 2567

Marriott Executive Apartments Sukhumvit Park-Bangkok

10.00 น. - 12.30 น.

REGISTER >>>

ผู้ที่ไม่ได้เป็นสมาชิก : 4,000 บาท
 ผู้ที่เป็นสมาชิก : 3,000 บาท

*ค่าลงทะเบียนรวมค่าของว่างและค่าอาหารกลางวัน

วิทยากร:

ดร. อนันญา อนุมาศ
 นายความหุ้นส่วนบริหาร HSM Law Co., Ltd.

ประวัติการศึกษา:

- นิติศาสตรบัณฑิต มหาวิทยาลัยธรรมศาสตร์
- เมตตินิติคดีไทย สำนักฝึกอบรมกฎหมายแห่งเมตตินิติคดียสภา
- นิติศาสตรดุษฎีบัณฑิต สถาบันบัณฑิตพัฒนบริหารศาสตร์
- บริหารธุรกิจมหาบัณฑิต สถาบันบัณฑิตพัฒนบริหารศาสตร์

ประสบการณ์:

- ที่ปรึกษากฎหมายด้านกำกับดูแลการคุ้มครองข้อมูลส่วนบุคคล
- ที่ปรึกษาด้านกำกับดูแลหน่วยวิจัยโรคเขตร้อนความร่วมมือระหว่าง มหาวิทยาลัยมหิดลและมหาวิทยาลัยอ็อกซฟอร์ด แห่งสหราชอาณาจักร
- นายความและที่ปรึกษากฎหมาย แพ่งและพาณิชย์ หุ้นส่วนบริษัท ฟินฟู กิจการ สับละสาย การค้าระหว่างประเทศ
- นายความและที่ปรึกษากฎหมายแรงงานและการบริหารงานบุคคล
- นายความและที่ปรึกษากฎหมายภาษีอากร ครอบคลุมและบรรณ

สมัครที่นี่:

ภายในวันที่ 24 มิถุนายน 2567



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.

THE UPCOMING EVENTS IN JULY

EMPOWERING WOMEN THROUGH UPSKILLING DATA ANALYTICS



Our Programs

Empowering Through Upskilling

Our complimentary workshops provide essential skills for career advancement and personal growth, ensuring everyone has the confidence to succeed in an ever-changing world.

In collaboration between SHE LOVES DATA, SASIN, TMRS and the ESOMAR, we will create a training opportunity for the women who are passionate in data analytics and would like to enhance their analytics skills. All women are invited to join for free of charge with the request of bring in their own laptop to the facility. The seat first comes first serves and the registration will be announced shortly from SHE LOVES DATA. Ladies, ... don't miss your chance to enhance your skills and explore data analytic world.

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.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.

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