

Sawadee ka all TMRS members and friends,

As we wrap up August, we can't believe how much has happened over the past two months! Here's a combined look back at the exciting updates, achievements, and moments from July and August.

## **PAST EVENT IN JUNE, JULY AND AUGUST**

### **LATE JUNE**

In late June, TMRS organized an SES event with our members to share the latest findings from our SES project. Dr. Jirayut Kasemsant Na Ayudhaya, our Board Director and Project Lead, presented the SES findings alongside the Custom Asia supporting team. Their combined efforts provided comprehensive insights and valuable analysis, making the presentation highly informative and impactful.

The event was well-received, with active participation and valuable discussions throughout. We were also honored to be joined by Dr Kreaovan Limapichat, the founder of TMRS and initiator of the SES project, who generously shared her insights, comments, and past experiences, making the session even more impactful.



If you'd like more SES information beyond what's covered in TMRS Flash, please contact Khun Arirat at [contact.tmrs@gmail.com](mailto:contact.tmrs@gmail.com)

## JULY

TMRS, in collaboration with Sasin School of Management, recently hosted an engaging event where Khun Dave McCaughan, our Honorary Board Member, delivered an inspiring session. His talk captivated both Sasin students and invited guests, offering valuable insights and fresh perspectives. The session was organized as part of Dr. Yupin Patara's branding class. Dr. Yupin Patara, our Board Director, playing a key role in making this collaboration possible.



## AUGUST

TMRS President together with our Board Directors, Dr. Suwanra and Khun Nontavat from Wiselight, visited the National Statistical Office for a formal meeting regarding the release of the SES results presented in June. The discussion marked an important step in strengthening collaboration and ensuring the findings are communicated effectively to all stakeholders.



TMRS board, Dr. Yupin Patara has invited our member to join the discussion on AI and Loneliness. The paper was presented by Dr. Julian De Freitas, Director of the Ethical Intelligence Lab, Marketing Unit at Harvard Business School, Boston, MA, USA

**Sasin Research Seminar Series**

# AI Companions Reduce Loneliness

**Wednesday August 27, 2025**

12:00 - 1:00 PM | Room 206, 2nd Floor

**Julian De Freitas**  
 Director of the Ethical Intelligence Lab,  
 Marketing Unit at Harvard Business School

**Sasin** School of Management

**UP COMING EVENT IN COMING MONTHS**

**SEPTEMBER**

Khun Dave McCaughan, our Board Director, will be a speaker at the AustCham event on 9 September. Members and friends are warmly invited to join him and the other guest speakers as they explore AI across every touchpoint.

**AustCham Thailand**  
 Business | Connections | Community

## AUSTCHAM THAILAND AI SEMINAR

### AI AT EVERY TOUCHPOINT: UNLOCKING PRACTICAL BUSINESS GROWTH

**9 SEP**  
08.30 - 12.30 HRS

**Venue Sponsor**  
 nurture GLOBAL ACADEMY

**Speakers:**

- Wass Limpit** - Founder, One Create Agency
- Danny Bestley** - AI Strategist & AI Specialist, ONE Thailand
- Dave McCaughan** - Storyteller @ SIMULSRAVAL
- Geonjoo An** - Chief Commercial Officer & Development Officer, OS Agency Thailand
- James Lee** - Myfave
- Nicolas Appert** - Head of S&P, One A-Team Bank
- Nicholas Ryan** - Area Marketing Manager, Solutica (Thailand) Ltd.
- Scott Pressbourne** - Founder, Pivotal
- Stuart Pullington** - Co-Founder, Eastern Energy
- Takko Cho** - Institute of Global Academy, President of Uthairongkarn, Co-Founder of The Waterland Company

**Tuesday, 9th September 2025**  
08.30 - 12.30 hrs.

**Global Academy @ Siam University**

**Free of Charge** for AustCham members & Global Academy Students  
**1,000 THB** for Non-members  
 \*\*drinks at your own cost\*\*

**PLATINUM SPONSORS:** INNOV, K, EDUCATION PARTNER, MDP, GLOBAL ACADEMY

The ESOMAR Congress 2025 will be held from September 28 to October 1, 2025, in Prague, Czech Republic, under the inspiring theme “Reimagine.” As a valued TMRS member, you are eligible for an exclusive discount to join the congress. Don’t miss this opportunity to connect with global industry leaders, explore the latest trends, and gain fresh insights into the future of market research.

15%discount code for TMRS member:**CONGRESS2025\_ASSOC\_TMRS\_15**

*#Congress2025 #ESOMARCongress25 #ESOMAR*



## OCTOBER

The APRC Conference will be held in Tokyo this 1<sup>ST</sup> and 2<sup>nd</sup> of October, coinciding with the 50th anniversary celebration of JMRA. As a valued TMRS member, you are entitled to an exclusive discount to attend this prestigious event.

Don’t miss the opportunity to join one of the most exciting gatherings in the industry! We are proud to share that Mr. Dave McCaughan and Dr. Dangjaitawin Anantachai will be among the distinguished speakers at the conference, offering their insights and expertise on the evolving landscape of market research.

JMRA has just opened registration via Peatix. <https://peatix.com/event/4525416/>



## NOVEMBER

TMRS, in collaboration with ESOMAR, is delighted to announce the upcoming TMRS x ESOMAR Connect Event on 7 November at Sasin School of Management, Chulalongkorn University.

This half-day event will feature a diverse lineup of speakers, including industry practitioners and clients, sharing their insights and experiences.

Attendance is free of charge for all TMRS members — so don't miss this opportunity to connect, learn, and exchange ideas with fellow professionals!



As mentioned, there's much more to come from TMRS this year. Please don't hesitate to reach out to us with any ideas or suggestions via [contact.tmrs@gmail.com](mailto:contact.tmrs@gmail.com). Our team is excited to share our insights with both academia and corporate partners who are interested in learning more about insights, market research, and its applications.

Thank you!

TMRS Team



สมาคมวิจัยการตลาด  
แห่งประเทศไทย  
Thailand Marketing  
Research Society

#marketingresearchmatters  
#วิจัยการตลาดที่ตอบโจทย์