

Sawadee ka all TMRS members and friends,

We hope you are recovering well from the heavy rains in May.

## UP COMING EVENT IN COMING MONTHS

### 4<sup>th</sup> WEEK OF MAY HANDS ON RESEACH TRAINING BOTH QUALITATIVE AND QUANTITATIVE

We will be offering training in both quantitative and qualitative research. This course will give you a deep dive into the basic and practical applications of both methods.

The quantitative research session will cover an overview of quantitative research, best practices for mobile and online research, and will wrap up with a focus on quantitative analysis.

The qualitative research session will include an overview of qualitative research, tips for running IDIs (In-Depth Interviews) and Focus Groups in practice, and data analysis using qualitative tools and AI. Please stay informed for more details.

The training will be led by multinational research companies for 2 full days. The training dates will be on May 27<sup>th</sup> and 28<sup>th</sup>. Once again, as an individual or corporate member, you'll be eligible for a discount! The training will be a full day at the Mode Sathorn Hotel (Located at Surasak BTS Station), with two coffee breaks and lunch provided for all participants. We look forward to seeing you there!

The program for qualitative training will be on the May, 27<sup>TH</sup>.

**TMRS** กรุงเทพมหานคร  
Innovation  
Thailand Marketing  
Research Society

**27** MAY, 2025  
9.00 AM - 5.00 PM  
MODE SATHORN HOTEL

**2025**

**QUALITATIVE RESEARCH TRAINING**

**AGENDA**

- 1 Qualitative Research Overview
- 2 Qualitative Research in Action (Laddering Technique/ Projective Technique)
- 3 Semiotics
- 4 Data Analytics for Qualitative

**REGISTRATION**

- ▶▶ TMRS Member 8,000 Baht
- ▶▶ Non-TMRS Member 9,900 Baht
- ▶▶ SCAN HERE
- ▶▶ Includes 2 Breaks and Buffer Lunch

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The program for quantitative training will be on the May 28<sup>TH</sup>



## QUANTITATIVE RESEARCH TRAINING



### AGENDA

- ✓ **An overview of the marketing research and AI in Quant**  
Quantitative Research Overview  
Research Brief/Proposal Preparation  
Utilization of AI in Quantitative
- ✓ **How to set up and utilization of mobile survey**  
Mobile Survey Overview  
Sample Selection and Questionnaire Design  
Do and Don't  
Data Collection Do and Don't
- ✓ **Online survey**  
Online Survey Overview  
Sample Selection and Questionnaire Design Do and Don't  
Data Collection Do and Don't
- ✓ **Data Analytics**

### DETAILS

- 📅 28 May 2025
- 🕒 09.00 AM - 05.00 PM
- 📍 The Podium, Mode Sathorn Hotel

### REGISTRATION

- ✓ TMRS Member : 8,000 Baht
- ✓ Non-TMRS Member : 9,900 Baht  
Includes 2 Breaks and Buffer Lunch!



CONTACT US

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## June

We do apologize that we have to postpone our TMRS Annual Meeting to June, where we will announce the updated Social Economic Classification based on last year's results. We hope to have the opportunity to gather together and explore the new applications of the SES, based on the findings from Dr. Jirayut Kasemsant Na Ayudhaya and his team. We would be thrilled if you could join us!



## ESOMAR IS GATHERING THE INFORMATION ON GLOBAL MARKET RESEARCH AND GLOBAL RESEARCH SOFTWARE 2025

As ESOMAR aims to provide an overview of market research and market research software worldwide, we'd like to inform you that, as a market research and research software company, you may be contacted by ESOMAR to participate in the survey.

By identifying the market research sector's progress, research software sector's status, and historical trends, this report will help you to:

- guide your business investment plans,
- identify growth opportunities, prepare your mergers and acquisitions,
- Support your insights projects, academic theses, market studies, and ads.

The global data will be shared with all participants who contribute to the survey. We sincerely look forward to your kind support and participation in this important initiative.

The deadline to complete the survey is **30 May 2025**.

The reminder was sent out on **23 May**, with your unique survey link from **Khun Chonnikan Waiyawut** via the email address: [chonnikan.waiyawut@kantar.com](mailto:chonnikan.waiyawut@kantar.com).



### TMRS Activity

Our honorary board member, Dr. Suwanna Kowathanakul, also participated in the program called “San Thai,” a collaboration between the Suan Thongmol community, the Ministry of Higher Education, Research and Innovation, Srinakharinwirot University, and the business sector, TMRS, aimed at enhancing local Thai products. We sincerely thank her for her contribution to the local community.



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



#marketingresearchmatters  
#วิจัยการตลาดที่ตอบโจทย์