

CELEBRATING THAI NEW YEAR WITH OUR TMRS COMMUNITY

As we step into the Thai New Year, TMRS would like to extend our warmest wishes to all our members, followers, TMRS contributors and supporters as well as our board members.

May this Songkran season bring you joy, renewal, and prosperity. It is a wonderful time to reflect, recharge, and reconnect—with family, friends, and our vibrant research community.

We deeply appreciate your continued support and engagement with TMRS. Your passion and contribution help strengthen our network and elevate the marketing research industry in Thailand.

Let's carry forward this festive spirit into the months ahead full of learning, collaboration, and growth together.

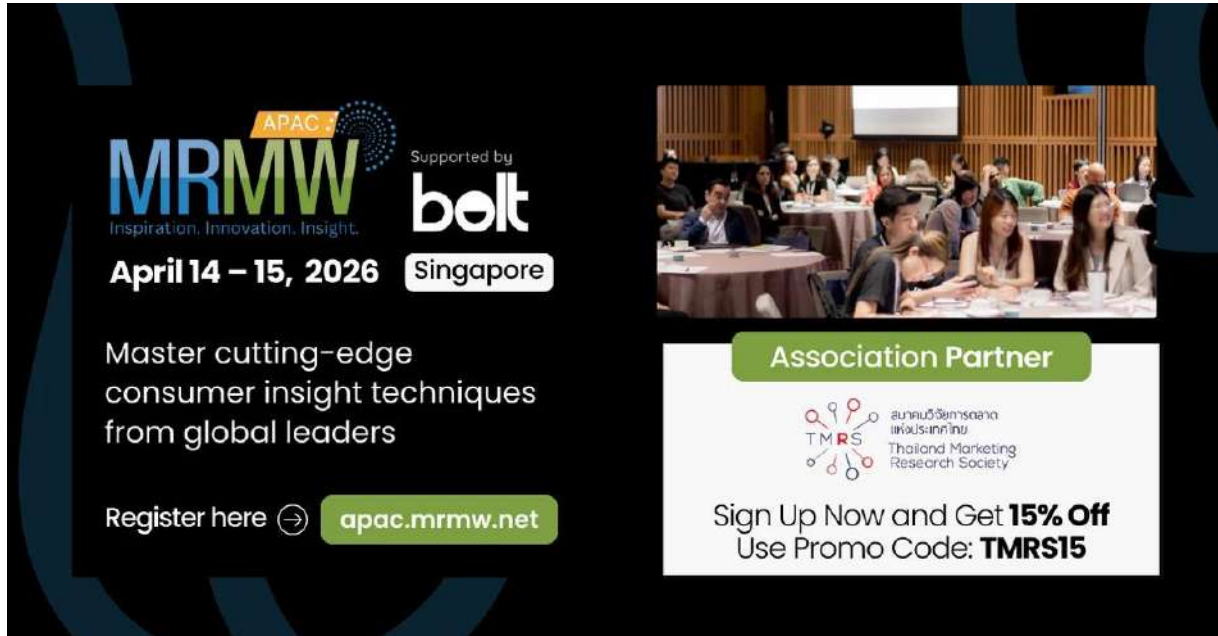


NEWS AND UPDATE

We are excited to share a series of upcoming events and programs designed to inspire, upskill, and connect our members:

APRIL: MRMW

MRMW APAC 2026: The Future of Market Research Returns to Singapore!



The banner features the MRMW APAC 2026 logo with the tagline 'Inspiration. Innovation. Insight.' and the dates 'April 14 – 15, 2026' in Singapore. It is supported by Bolt. A photograph shows a group of people at a conference table. A green button says 'Register here' with a right arrow and the URL 'apac.mrmw.net'. A green box labeled 'Association Partner' contains the TMRS logo and the text 'Sign Up Now and Get 15% Off Use Promo Code: TMRS15'.

We're pleased to invite you to MRMW APAC, Asia's leading conference for insights and market research professionals, bringing together senior leaders to share real-world case studies, cutting-edge methodologies, and future-focused thinking.

Hear directly from organisations such as PepsiCo, DeLonghi, OCBC, Diageo, IBM, Maersk, and Ferrero – while connecting with peers shaping the future of research.

With a refreshed format, an expanded international speaker line-up, and focused networking, MRMW APAC is designed to help insights teams move from research to decision-making impact.

As a TMRS member, you're eligible for an exclusive 15% registration discount.

MAY: BUSINESS STORYTELLING: ONSITE MASTER COURSE



We are delighted to invite you to **Better Business Storytelling**, an onsite workshop designed to equip you with in-depth knowledge and practical skills to elevate your marketing and communication expertise. This **half-day master course** is ideal for both experienced professionals and those seeking to strengthen their understanding of **data-driven business storytelling**—turning insights into compelling narratives that drive impact.

Date: May 11, 2026

Time: 1:00 PM – 5:00 PM

Venue: Neilson Hays Library

<https://maps.app.goo.gl/2D4iMbuSepvAAppRA>

Registration Fees

- TMRS Members: **3,500 Baht**
- Non-TMRS Members: **5,000 Baht**

(Fee includes coffee break)

END OF MAY: EXCLUSIVE INVITATION: ESOMAR APAC CONFERENCE 2026



**Esomar Asia Pacific
2026 | Beyond Balance**

Join us in Tokyo, Japan, 27–29 May 2026.

[Register](#)

DATE	TIME	TYPE	FORMAT
27 May 2026 - 29 May 2026	02:00 - 11:00 (Coordinated Universal Time)	Esomar Event	In person
LOCATION	VENUE	SPEAKERS	
Tokyo	Hilton Tokyo Odaiba	61 speakers	

We are delighted to share the exciting news that ESOMAR is returning to the Asia Pacific region!

On behalf of TMRS, we warmly invite our members to join the ESOMAR APAC Conference 2026, taking place from 27–29 May 2026. This is a fantastic opportunity to connect with global industry leaders, gain fresh insights, and stay ahead of the latest trends shaping the future of marketing research.

We encourage you to take advantage of this opportunity and be part of this inspiring regional gathering.

Special Benefit for TMRS Members

As a valued TMRS member, you are eligible to receive an exclusive 15% discount on your registration.

👉 Simply use the code: APAC2026_ASSOC_15

END OF MAY TILL BEGINNING OF JUNE: TMRS Training Program (2 Full-Day Experience)

We are pleased to introduce our upcoming **full-day TMRS Training Program**, thoughtfully designed to provide a comprehensive and up-to-date understanding of both **qualitative and quantitative research**. This program is ideal for **research practitioners, insight users, and researchers** who are looking to strengthen their core skills while staying current with the latest methodologies and AI-driven approaches.



TMRS TRAINING PROGRAM
(FULL-DAY EXPERIENCE)

Come and join us for a **comprehensive full-day** training program focusing on the latest updates in qualitative and quantitative research.

 **Fee Includes Food & Beverage**

QUALITATIVE RESEARCH	VS	QUANTITATIVE RESEARCH
 <p>Fundamental skills set for qualitative research</p>		 <p>Fundamental knowledge on questionnaire design</p>
 <p>Moderating techniques</p>		 <p>How to utilize online panels</p>
 <p>Analyzing and synthesizing data with AI</p>		 <p>Utilizing synthetic data and AI in analyzing the results</p>

 **Stay tuned for more details on program details and registration.**

Let's update our research skills and embrace the future of insights!

What to Expect:

- **Inclusive Experience**

The training fee includes **food and beverages**, ensuring a comfortable and engaging learning environment throughout the day.

- **Qualitative Research Track**

Participants will gain essential foundational skills, including:

- Effective **moderation techniques**
- **Data analysis and synthesis**
- Leveraging **AI tools** to enhance qualitative insights

- **Quantitative Research Track**

The session will also cover key quantitative fundamentals, such as:

- Best practices in **questionnaire design**
- How to effectively utilize **online panels**
- Introduction to **synthetic data**
- Applying **AI in data analysis and interpretation**

This training aims to bridge traditional research practices with modern innovations—empowering participants to deliver deeper, faster, and more impactful insights.

Stay tuned for more details on the full agenda and registration.

SPECIAL ANNOUNCEMENTS FOR TMRS MEMBERS

MEMBERSHIP RENEWAL REMINDER

We would like to kindly remind all members to complete your membership payment to continue enjoying exclusive TMRS benefits, including:

- Special discounts for both global and local training programs and conferences
- Opportunity to socialize with people in the same industries
- Official TMRS Certificate
- Access to recycled respondents' database management
- Recruiter watch list

Your active membership helps you stay connected and maximize value from the TMRS community.

FLASH ARTICLES & KNOWLEDGE SHARING

We are delighted to highlight recent knowledge contributions from our partners:

- **March:** Flash Article by *QuestionPros* [TMRS Insights Flash \(March 2026\) - TMRS](#)
- **May:** Upcoming Flash Article by *Wisesight*

Stay tuned for insightful perspectives and industry updates.

MEMBER INSIGHT SPOTLIGHT

Our member **Rakuten** has shared an insightful report:

“Thai Consumers’ Behavior and Perspectives on the Rising Cost of Living Amid the Current War Crisis.”

This piece offers valuable perspectives on how global challenges are shaping local consumer behavior—highly recommended for all members.

YOUR VOICE MATTERS: PARTICIPATE IN ESOMAR INDUSTRY SURVEY

We would like to warmly encourage our members to take part in the ESOMAR Industry Survey, an important initiative that helps shape the future of our industry.

The survey is conducted on behalf of ESOMAR, and all responses are submitted directly to ESOMAR's secure portal. Each participant receives a unique access link, ensuring that your company's data remains fully confidential and protected at all times.

Please be assured that:

- All information is aggregated only for market-level insights, such as industry size and structure
- No individual company or respondent will be identified
- TMRS does not have access to any company-specific data

A Token of Appreciation

As a thank you for your valuable participation, ESOMAR will provide you with a complimentary copy of the Thailand Country Report once it is published.

This report is a highly valuable resource that can support strategic planning and decision-making within your organization.

In addition, the full global report will also be available—free for ESOMAR members or for purchase.

Your contribution truly makes a difference in strengthening our industry’s voice and insights. We hope you will take this opportunity to participate.

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. 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



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#วิจัยการตลาดที่ตอบโจทย์