



ASIA
PACIFIC
RESEARCH
COMMITTEE

HOSTED BY
TMRS



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society

Gave the date

2026 APRC CONFERENCE

Bangkok, Thailand

19 August 2026 – Summit Meeting at Sasin School of Management

20 August 2026 – APRC Conference at Carlton Hotel, Bangkok

[APPLY TODAY](#)



20 August 2026
Carlton Hotel, Bangkok

FEATURED SPEAKERS



WHAT MATTERS TO
PEOPLE IN 2026
AND BEYOND



CHARNSAK
Laicharoenchokchai

Asia Product Director
Geely HQ



DANGJAITHAWIN
Anantachai

Chairman
Intage (Thailand)



RYUSUKE
Aoki

Asia Product Director
Hakuhodo Institute of
Life and Living
(ASEAN)



ARPAPAT
Boonrod

Managing Director, Client
and Head of Growth
Kantar (Thailand)



DRAGO
Djourov

Director
Potluck Podcast
(Singapore)



GRANT
Bertoli

CEO
Marketbuzz
(Thailand)



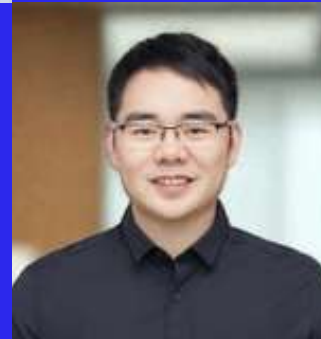
VEE
Sirasoontorn

Vice President
(Investor Relations)
MarTech Association
(Thailand)



SEE TOH
Wai Yu

CEO
Central Force
International
(Malaysia)



KAI
Yao

CEO
Credamo (China)



ANKESH
Saxena

Host
The Collaborative Canvas
Podcast (India)



ANAWIN
Chiamprasey

Head of Research &
Consultancy
Jones Lang Lasalle
(Thailand)



ASST. PROF. DR. AKE
Pattaratanakun

President
Marketing Association
of Thailand





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WHAT MATTERS TO
PEOPLE IN 2026
AND BEYOND

2026 APRC CONFERENCE

9:00 AM 9:30 AM	OPENING CEREMONY	Dave McCaughan Board Committee, TMRS Shinichi Hosokawa Global CEO & Founder, GMO Research	 
9:30 AM 10:00 AM	TBA	Charnsak Laicharoenchokchai Asia Product Director Geely HQ	
10:00 AM 10:25 AM	BEYOND ALGORITHMS Resolving the Paradox of Progress through human insight	Dangjaithawin Anantachai Chairman Intage Thailand	
10:25 AM 10:50 AM	TBA TBA	Ryusuke Aoki Asia Product Director Hakuhodo Institute of Life and Living (ASEAN)	
10:50 AM 11:20 AM	NETWORKING BREAK		
11:20 AM 11:40 AM	FROM INSIGHTS TO DECISION INTELLIGENCE Putting People at the Centre	Arpapat Boonrod Managing Director, Client and Head of Growth Kantar Thailand	
11:40 AM 12:00 PM	THE NEW CONTRACT WITH OLDER POPULATIONS	Drago Djourov Director Potluck Podcast (Singapore)	
12:00 PM 12:30 PM	PANEL TBA		
12:30 PM 13:30 PM	LUNCH BREAK		
13:30 PM 13:50 PM	YOUR BRAND LIVES ON MOBILE AND SHORT FORM VIDEO Are You Watching?	Grant Bertoli CEO Marketbuzz (Thailand)	
13:50 PM 14:10 PM	NETWORKING BREAK		
11:20 AM 11:40 AM	TBD TBD	Vee Sirasoonporn Vice President (Investor Relations) MarTech Association (Thailand)	



WHAT MATTERS TO
PEOPLE IN 2026
AND BEYOND

2026 APRC CONFERENCE

14:10 PM
14:40 PM

TBA

14:40 PM
15:00 PM

SAY V DO
What Malaysians really Prioritise

See Toh Wai Yu
CEO
Central Force International (Malaysia)



15:00 PM
15:20 PM

HUMANS OR SYNTHETIC DATA

Kai Yao
CEO
Credamo (China)



15:20 PM
15:50 PM

NETWORKING BREAK

15:50 PM
16:10 PM

LESSONS FROM INTERVIEWING
100+ market Researchers

Ankesh Saxena
Host
The Collaborative Canvas Podcast (India)



16:10 AM
16:30 AM

KEY NOTE SPEAKER
TBA

Anawin Chiamprasey
Head of Research & Consultancy
Jones Lang Lasalle (Thailand)



16:30 PM
16:50 PM

TBA
TBA

Asst. Prof. Dr. Ake Pattaratanakun
President
Marketing Association of Thailand



16:50 PM
17:30 PM

CLOSING AND THANKS AND ANNOUNCE NEXT CONFERENCE

For APRC members and overseas participants:
Please register in advance via Zipevent. <https://www.zipeventapp.com/e/2026-APRC-Conference-hosted-by-TMRS>
Conference Fee
THB 3,210 (approx. USD96) (including: 2 breaks and Lunch)
Please check in at the APRC desk on-site on the day of the conference.