

Sawadee ka all TMRS members and friends,

We hope you've enjoyed the songkran holidays and get a chance to spend quality time with your family and love one. TMRS has prepared some exciting activities for you in May and June.



UP COMING EVENT IN COMING MONTHS

4th WEEK OF MAY HANDS ON RESEARCH 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 27th and 28th. 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, 27th.

TMRS สมาคมวิจัยการตลาดแห่งประเทศไทย
Thailand Marketing Research Society

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

2025

QUALITATIVE RESEARCH TRAINING

Dr. Neil Gains
BEHAVIORAL SCIENTIST
CULTURAL PSYCHOLOGIST

Nongnoot Pongpong
CLIENT PARTNER AND STRATEGIC SOLUTION,
KANTAR

Dr. Nicha Tanskul
MANAGING DIRECTOR, CUSTOM ASIA
PRESIDENT, TMRS

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

CONTACT US 02-649-9799 EXT 2011 www.tmrs.or.th arirat.y@c-asia.com

Media Partner **MAT**

The program for quantitative training will be on the May 28TH



QUANTITATIVE RESEARCH TRAINING

Amornrat
Chunprawat

Operations Director
and Research
Partner Lead
Intage Thailand



Grant
Bertoli

CEO
Marketbuzz



Naphatrada
Chuenjitirakamon

Associate Director
Rakuten Insight
Thailand



Asst. Prof. Dr.
Jirayu
P. Kasemsant

Director
Assumption
University



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

☎ 02-649-9799 EXT 2011

🌐 www.tmrs.or.th

✉ arirat.y@c-asia.com

Media Partner
MAT

MAY

We are excited to invite you to the TMRS Annual Meeting, 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

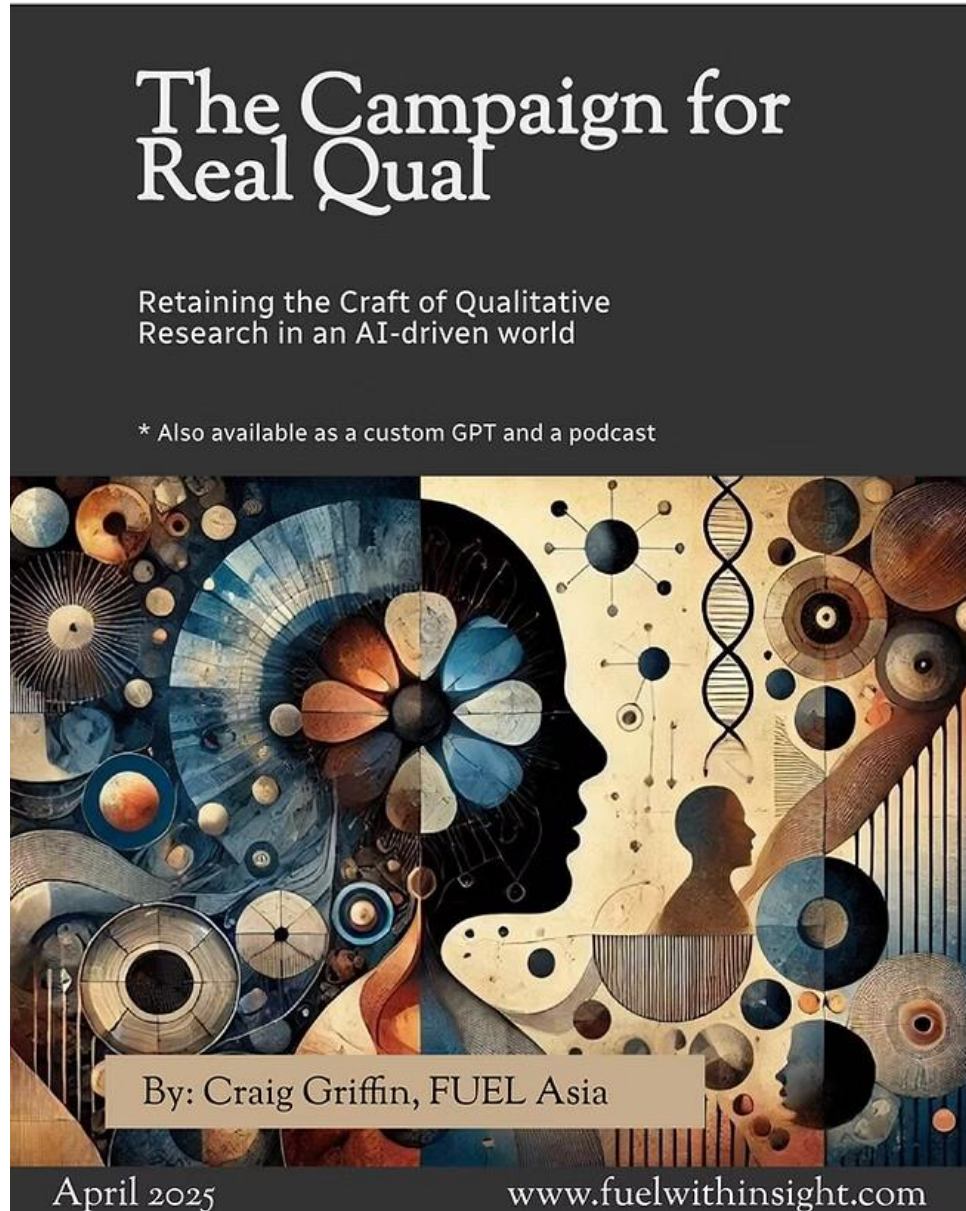
As ESOMAR aims to provide an overview of market research and market research software worldwide, we'd like to inform you that, as a market research and research software company, you may be contacted by ESOMAR to participate in the survey.

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 those who contribute to the survey. We look forward to your kind support and participation in this activity.

Up Coming E-Book:



The Campaign for Real Qual is a practitioner-led exploration of how AI and research tech are reshaping the craft of qualitative research. Originally launched as a weekly LinkedIn series, it's now a multi-format resource for qual practitioners — from the cautiously curious to the actively experimenting.

This e book is written by Mr. Craig Griffin, our TMRS board.

Please visit TMRS website to download for free: [E Book](#)
#AI #QUALAI #marketingresearchmatters

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



#marketingresearchmatters

#วิจัยการตลาดที่ตอบโจทย์