

Sawasdee ka TMRS members and friends,



On behalf of TMRS, we would like to pause and respectfully honor the memory of our beloved late King Rama IX.

We express our deepest gratitude and reverence for His Royal Majesty's immeasurable contributions to the well-being of the Thai people and the advancement of our nation. Throughout his reign, His Majesty devoted himself wholeheartedly to improving the quality of life for all Thais, working tirelessly with compassion, wisdom, and humility. His efforts to protect the nation during times of hardship, including natural disasters such as floods, reflect his unwavering dedication and selfless spirit.

His Majesty's legacy continues to live on in our hearts, and we remain forever thankful for the opportunity to have lived under his gracious reign.

Merry Christmas and Happy New Year

In addition, we would like to extend our warmest wishes to you for a Merry Christmas and a Happy New Year 2026.



This special season is a wonderful time to celebrate together and embrace the joy and warmth of the holiday spirit. May your days be filled with love, laughter, and happiness, and may the year ahead bring you abundant blessings, good health, and many beautiful memories.

PAST EVENT IN NOVEMBER AND DECEMBER

ESOMAR CONNECT BY COLLABORATION FROM TMRS, ESOMAR AND SASIN, CHULALONGKORN UNIVERSITY

We would like to sincerely thank all participants who joined us at the ESOMAR Connect event in November.



We would also like to express our heartfelt appreciation for the strong collaboration and support from ESOMAR, **Dr. Arparpat Boonrod**, our **ESOMAR Thailand Representative**, and **Dr. Yupin Patara** from Sasin School of Management, Chulalongkorn University. Their invaluable support and dedication played a key role in making this event a great success.

In addition, we would like to extend our sincere thanks to our honorary board members who kindly joined the event as speakers—**Khun Dave McCaugnan**, **Khun Craig Griffin**, and **Dr. Yupin Patara**—for generously sharing their insights and perspectives during the session.

Their thoughtful contributions greatly enriched the discussion and made the event even more meaningful for all participants.

Thank you once again to everyone involved for your continued support and collaboration.

ESOMAR INDUSTRY CONNECT COLLOCATION FROM ESOMAR AND TMRS

We gathered together in early December to reflect, exchange ideas, and share perspectives on the research industry, while also taking time to celebrate and enjoy one another’s company as fellow insights players.

This wonderful event was beautifully organized through the close collaboration between ESOMAR and TMRS, making it both meaningful and memorable for everyone involved.



**CHRISTMAS
EVENT**



UP COMING EVENT IN THE FIRST QUARTER OF THE YEAR 2026

THE IIEX IN FEBRUARY

The IIEX is happening again in Bangkok on February 3rd and 4th, 2026.

The IIEX 2026 event provides a platform for forward-looking discussions on the major trends and themes shaping the future of research and insights. Topics such as Generative AI, automation, sample quality, emerging methodologies, cross-cultural success, the business value of insights, and customer experience will be among the key themes that showcase the latest thinking, best practices, and innovative solutions in the industry.

Please stay tuned for more details on event registration.



The banner features a dark background with a glowing globe of purple and orange dots. On the left, the text reads "The APAC Region's #1 Market Research Conference" in white. Below this are two pink buttons: "Register Now" and "Become a Sponsor". On the right, a white box contains the text "February 3-4 2026" in purple. Above the date box, the word "Bangkok" is written in white on a purple background.

STORY TELLING TRAINING IN MARCH

Khun Dave McCaughan, our honorary board member, will be hosting a special training session at the Neilson Hays Library.

This is a great opportunity to learn practical tips and techniques on how to make your presentations more powerful and impactful—don't miss out on this valuable learning experience!



DAVE MCCAUGHAN

สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society

NEILSON HAYS LIBRARY



Storyteller
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Make your findings
speak louder than
numbers.

BETTER BUSINESS

STORYTELLING

Telling Tales, how to make sure your data, finding and learning makes more impact

23 March, 2026
1:00 PM - 5:00 PM
@Neilson Hays Library

REGISTRATION FEE

- ✓ Non-Member : 5,000 THB
- ✓ Member : 3,500 THB

People Insights Data To Story Research Impact

As mentioned, there's much more to look forward to from TMRS next year! If you have any ideas or suggestions, please don't hesitate to reach out to us at contact.tmrs@gmail.com. Our team is excited to share our insights with both academia and corporate professionals who are eager to learn more about insights, marketing research, and practical applications.

Thank you!

TMRS Team



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#marketingresearchmatters

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