

TMRS NEWSLETTER – MAY 2026

CONNECTING INSIGHTS, LEARNING TOGETHER, AND GROWING OUR RESEARCH COMMUNITY

Warm Greetings from TMRS

As we move further into the middle of the year, TMRS would like to extend our heartfelt thanks to all our members, followers, partners, and board members for your continued support and engagement.

The research industry continues to evolve rapidly with new technologies, AI-driven methodologies, and changing consumer behaviors shaping the future of insights. TMRS remains committed to supporting our community through knowledge sharing, professional development, and meaningful collaboration.

We are excited to share several upcoming activities and important announcements with you this month.



MAY 2026



NEWS AND UPDATE

PAST EVENT

May 11th Better Business Storytelling



TMRS would like to extend our sincere appreciation to **Neilson Hays Library**, our valued partner; **Khun Dave McCaughan**, our honorary board member and distinguished trainer; and all participants who joined us on **11 May 2026** for the enriching session on **Better Business Storytelling**.

This onsite half-day workshop was designed to equip attendees with deeper knowledge and practical skills in transforming data and insights into compelling business narratives that create impact. The session provided valuable learning opportunities for both experienced professionals and those looking to strengthen their understanding of data-driven storytelling in marketing and communication.

May 25th TMRS Coffee Talk



TMRS is excited to introduce TMRS Coffee Talk, a casual networking session designed for researchers and insight professionals to connect, exchange ideas, and discuss the future of the industry in a relaxed atmosphere over coffee.

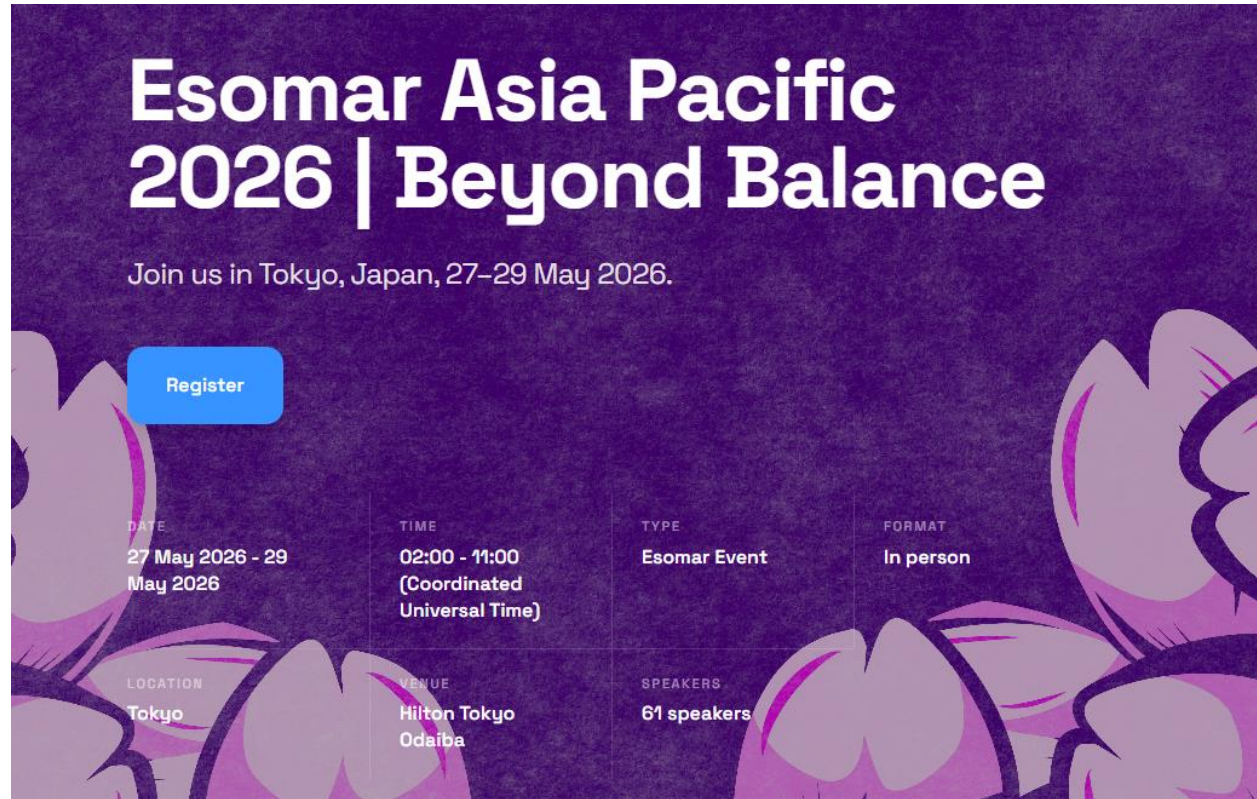
On Monday, May 25, 2026, we started our first TMRS coffee talk at 39 Craft Coffee, Sukhumvit Road. Participants are diving into engaging conversations on topics such as AI in research, changing client expectations, industry trends, and the evolving future of marketing research.

We plan to organize this event again next month please stay tuned on the update for venue and date. Researchers at all levels are warmly invited to join and exchange perspectives with industry peers.

UP COMING EVENT

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

MAY 27th- 29th : ESOMAR APAC CONFERENCE 2026



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, exchange ideas, and stay ahead of the latest trends shaping the future of marketing research.

Exclusive Benefit for TMRS Members

TMRS members are eligible for a 15% discount on registration by using the code:

APAC2026_ASSOC_15

We encourage all members to take advantage of this opportunity and represent Thailand’s research community at this important regional event.

JUNE 25th -26th: TMRS Training Program (2 Full-Day Experience)

We are pleased to announce our upcoming **TMRS Full-Day Training Program, scheduled for June 25th - 26th 2026 at Royal Orchid Sheraton Riverside Hotel Bangkok**

This comprehensive program is designed for research practitioners, insight users, and researchers who would like to strengthen their foundational skills while staying updated with modern research methodologies and AI applications.



2026 QUALITATIVE RESEARCH TRAINING

สมาคมวิจัยการตลาดแห่งประเทศไทย
Thailand Marketing Research Society

Agenda

- Nongnoot Pongpong**
Qualitative Research Overview
- Nongnoot Pongpong**
Qualitative Research in Action (Laddering Technique/ Projective Technique)
- Dr. Neil Gains**
Semiotics
- Dr. Nicha Tanskul**
Data Analytics for Qualitative

REGISTRATION FEE

- TMRS Member 8,000 THB
- Non-TMRS Member 9,900 THB
- Includes 2 breaks and lunch

TARGET AUDIENCE
Junior Marketing Researchers and Individuals Interested in Market Research

Speakers:

- Nongnoot Pongpong**
Client Partner and Strategic Solution, Kantar
- Dr. Neil Gains**
Behavioural scientist cultural psychologist
- Dr. Nicha Tanskul**
Managing Director, Custom Asia President, TMRS

Event Details:

- Thursday 25 June 2026
- 09.00-17.00
- Royal Orchid Sheraton Riverside Hotel Bangkok, Riverside 2

SCAN ME! 

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

Qualitative Research Training

Participants will learn key qualitative research fundamentals, including:

- Moderating techniques
- Data analysis and synthesis
- Utilizing AI to support qualitative insights



2026 TMRS QUANTITATIVE TRAINING

AGENDA

AMORN RAT CHUNPRAWAT
Operations Director and Research Partner Lead
Intage Thailand
An overview of the marketing research and AI in Quant
Quantitative Research Overview
Research Brief/Proposal Preparation
Utilization of AI in Quantitative

ASST. PROF. DR. JIRAYU POOMONTREE KASEMSANT
Director
Assumption University
Data Analytics

THAMMAPOHN PHUENGTUA
Data Research Manager
Wisesight (Thailand)
Social Listening
Social Listening in the Research Ecosystem
Quantitative and Qualitative Social Listening

NAMPHON THAINURUK
Head of SEA
QuestionPro Inc.
Best practice on Syndicated Data

REGISTRATION

REGISTRATION FEE
TMRS Member 8,000 THB
Non-TMRS Member 9,900 THB
Includes 2 breaks and lunch

DATE AND TIME
Friday, June 26
9:00 AM - 5:00 PM

VENUE
Royal Orchid Sheraton
Riverside Hotel Bangkok,
Riverside 2

TARGET AUDIENCE
Junior Marketing Researchers
and Individuals Interested in
Market Research

SCAN HERE



For more information, please contact : contact.tmrs@gmail.com

 **Quantitative Research Training**

The quantitative track will cover:

- Questionnaire design fundamentals
- Effective utilization of online panels
- Introduction to synthetic data
- Applying AI in analyzing research results

This program aims to bridge traditional research approaches with future-ready capabilities to help researchers deliver deeper and more impactful insights.

🌟 The training fee includes food and beverages to ensure a comfortable and engaging learning experience throughout the day.

JULY 17TH: TMRS INTER-COMPANY BOWLING TOURNAMENT



สมาคมวิจัยการตลาด
แห่งประเทศไทย
Thailand Marketing
Research Society



**TMRS
INTER-COMPANY
BOWLING
TOURNAMENT 2026**

LET'S ROLL FOR A GOOD CAUSE!

Join businesses from across the industry for a fun-filled afternoon of bowling, networking and making a difference!

TMRS Social Fun Event – Save the Date!

TMRS is excited to announce an upcoming Social Fun Event on **17 July 2026!**

Join us for an enjoyable evening of networking, talent sharing, and friendly mingling at the bowling alley. This special gathering is a great opportunity for members and industry friends to connect beyond work, relax, and have fun together as a community.

Registration details and event information will be announced in early June — stay tuned and we hope to see you there!

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:

- Official TMRS Certificate
- Access to recycled respondents' database management
- Recruiter watch list
- Special discounts for global and local training programs and conferences

Your continued membership helps strengthen our research community and ensures ongoing access to valuable professional resources, networking opportunities, and industry knowledge sharing.

To facilitate the renewal process, TMRS will also be sending a **gentle reminder email regarding membership fees and renewal details** to members in the coming weeks.

We sincerely appreciate your continued support and look forward to growing the TMRS community together.

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](#)
- **April:** Flash Article by *Wisesight* [TMRS Insights Flash \(April 2026\) - TMRS](#)
- **May:** Flash Article by *Rakuten Insight* [TMRS Insights Flash \(May 2026\) - TMRS](#)

Stay tuned for insightful perspectives and industry updates.

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



#marketingresearchmatters
#วิจัยการตลาดที่ตอบโจทย์