

Sawadee ka all TMRS members and friends,

We hope everyone stays safe and healthy amidst the ongoing concerns about COVID-19 and the flu. We would like to take an opportunity to share with you the update on our recent TMRS activities and upcoming activity so far.

PAST EVENT IN MAY

Qualitative Training Program on May, 27th

We would like to express our sincere gratitude to all participants who have joined us at the Qualitative Training Event. We also extend our heartfelt thanks to our honorary board members Khun Nongnoot Pongpong from Kantar, Dr. Neil Gains from Tapestry and Dr. Nicha Tanskul, President of TMRS for joining us as trainers at the Qualitative Training Events. Our trainers enjoyed sharing and exchanging their knowledge and experience with all the participants. We hope the sessions have been insightful and have provided you with greater comfort and confidence in conducting qualitative research—whether you are research users, moderators, or qualitative researchers.



Quantitative Training Program on May, 28th

We would like to thank all our participants of the Quantitative Training Events. All our trainers, Khun Amornrat Chunprawat from INTAGE Thailand, Khun Grant Bertoli from Marketbuzz and Khun Naphatrada Chuenjitjirakamon from Rakuten Insight Thailand and finally Asst. Prof. Dr. Jirayu Poomontree Kasemsant from Assumption University truly appreciated your enthusiasm and thoughtful questions throughout the sessions. We hope the training has been impactful and has provided you with valuable tips for conducting quantitative research—whether through face-to-face, mobile, or online methods—with sharp and effective analysis. Whether you are research users or quantitative researchers, we hope you feel more confident and inspired in your work.



TMRS Activity:

Our board members Mr. Dave McCaughan and Mr. Craig Griffin is organizing a podcast on BETTER MODERATION : <https://lnkd.in/gq-umGGc>



Dave McCaughan • 1st
Storytelling is what i do, from Speaker to brand ...
1w • Edited • 🌐

BETTER MODERATION we hope
in an AI driven world [#qualitativeresearch](#) of all kinds
is and will go through many evolutions. but at ...more

Better moderation ??

8:09 / 29:39

The Campaign for Real Qual: We Need to Talk about Discussion Guides

The image shows a LinkedIn post from Dave McCaughan. It features a profile picture of Dave, his name, and a bio. The main text discusses 'BETTER MODERATION' in an AI-driven world, mentioning '#qualitativeresearch'. Below the text is a video player with a red progress bar and a title 'Better moderation ??'. The video player shows a man with a white beard and glasses speaking. Below the video player is the title 'The Campaign for Real Qual: We Need to Talk about Discussion Guides'.

TMRS Annual Meeting on June 23rd

Our TMRS Annual Meeting will be held on the 23rd of this month at the 11th floor of Lumpini Tower.

The meeting agenda is as follows:

14:00 – 15:00 SES Presentation and Recommendations on Its Usage

15:00 – 15:30 Networking Break

15:30 – 16:30 TMRS Annual Meeting

This event is free of charge. We aim to create opportunities for our members to connect and get to know one another. Coffee will be served during the networking break.



MAT 60 WISESIGHT ZWIZ.AI

หลักสูตรใหม่!

The Power of Shopper Marketing & Social Intelligence

Chatbot + Social Listening

มีรวบรวมเครื่องมือธุรกิจ เข้าใจอินไซด์ของผู้บริโภค

- ✓ Day1: Shopper Trend to Brand Strategy
- ✓ Day2: Social Media Tools and Strategy
- ✓ Day3: Social Listening and Chatbot Analytics
- ✓ Workshop: ทดลองใช้งาน Social Listening และ Chatbot

23,900 บาท (สำหรับสมาชิก MAT จาก 24,900 บาท)
*ราคาไม่รวมภาษีมูลค่าเพิ่ม 7%

สามารถลดหย่อนภาษีถึง 200%
รับ Certificate หลังเรียนจบ

SPECIAL! โฉลกของใช้ Zwiz และ Social Eye ฟรี 7 วัน

DATE: 15-17 JULY 2025
LOCATION: Grande Centre Point Terminal 21

Our Association Partner: Marketing Association of Thailand

Our association partner, the Marketing Association of Thailand, is organizing **The Power Of Shopper Marketing & Social Intelligence**. TMRS members are entitled to a 10% discount on event registration. Below are the details of the Shopper Training Event:

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The Power of Shopper Marketing & Social Intelligence

SPECIAL DISCOUNT 10% OFF

CODE : MATXTMRS

สำหรับสมาชิก TMR S สมาคมวิจัยการตลาดแห่งประเทศไทย Thailand Marketing Research Society

วันที่ 15-17 กรกฎาคม 2025 | ที่ โรงแรม กรังด์ เซ็นเตอร์ พอยท์ เทอร์มินัล 21

รับชม **Chatbot + Social Listening**
มีรวบรวมเครื่องมือธุรกิจ เข้าใจอินไซด์ของผู้บริโภค
รวม 3 วัน!

DATE: 15-17 JULY 2025
LOCATION: Grande Centre Point Terminal 21

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