



July 2013

TABLE OF CONTENTS

APRC Conference in Bangkok – don't forget to register

AMSRS Webinars

TMRS News

Send us your news

APRC Conference in Bangkok - don't forget to register!



The TMRS have now finalised the workshop and conference program for the 2013 APRC conference, to be held at the Grand Millennium Sukhumvit Bangkok Hotel on Thursday 31 October and Friday 1 November 2013.

There are now three workshops organised for Day 1 on 31 October (1 full day workshop and 2 x half day workshops) and a full day conference on the 1 November 2013

There are special conference rates for APRC members and additional early bird discounts. The TMRS have also secured discounted hotel rates for the Grand Millennium Hotel where the APRC conference will be held.

[Click here](#) to download the full program

[Click here](#) to download the registration form

[Click here](#) to download the sponsorship brochure

[Click here](#) to download the hotel registration form

When you are ready to register for the conference remember that as part of your APRC fees you receive two tickets to the conference, so please remember to email us at aprc@amsrs.com.au and let us know the two delegates you'd like us to register on your behalf.

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au



AMSRS Webinars only \$30 AUD for APRC members



If you have not registered yet, don't forget to register to the AMSRS webinars at the special price of **\$30 AUD** per webinars.

The AMSRS holds one webinar per month for its members, we would like to extend this offer to all APRC members. [Click Here](#) to download the AMSRS Webinar brochure.

In order to register for a webinar you are interested in please email us on aprc@amsrs.com.au and we will register you and send you all the details.

TMRS News



Press release

17 July 2013

INTAGE Holds Annual Forum, Tapping the Hearts of Urban Asians

INTAGE (Thailand) Co., Ltd. held their annual Academic Forum on **Asian Urbanism: The Massive Power of Asia**, The event was well responded, attracting around 300 participants from marketing and advertising companies.

Ms. Dangjaithawin Anantachai, COO & MD of INTAGE Thailand, TMRS President shared the result of the regional study among 9 Asian countries. The study

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au



pinpointed that there are some dominant characteristics that Asian people are having in common including (i) Quest for modernity & ICT, (ii) Status-concerned, (iii) Collectivism & Relationship over objective, and (iv) Family-oriented with discipline and hierarchy. Further, she highlighted that that social class does not any longer drive consumption but it is value that ignites spending.

In the same event, INTAGE announced its latest technology from Japan, **DIGIWISE** - a research tool for **Marketing Research Online Community (MROC)** to capture the new digital lifestyle that binds more and more to the internet.

2nd TMRS 2013 Workshop

“Essentials of Marketing Research Success”

12 July 2013



The day was full of practical and hands-on exercise, yet in an interactive & enjoyable atmosphere.



Send us your news

If you have any news for the August edition of the APRC Newsletter that you'd like to share with your APRC members please send it to aprc@amsrs.com.au by **Monday 19 August 2013**.

To submit anything for the APRC Newsletter, please send to - aprc@amsrs.com.au