



# 360° MARKET RESEARCH REVOLUTION & CONSUMER INSIGHTS

18-19 SEPTEMBER 2017  
INTERCONTINENTAL BANGKOK

THE INTENSIVE PLATFORM TO WIN LATEST REVOLUTION IN MARKET RESEARCH  
APPROACHES & TRANSFORM TRUTH INSIGHTS INTO IMPACTFUL STRATEGIES  
TO LEAD YOUR LONG-TERM BUSINESS



In today's highly-competitive business environment & digital customer-driven era, successful businesses must know and understand their consumers and then apply this knowledge to create a competitive advantage in order to stay ahead of the competition. Changing tastes, new behavioral patterns, fickle interests, trends and fads "here today gone tomorrow", consumers always on the go. Many marketers are charged today with driving their company's growth by delivering deeper, more relevant consumer and marketplace insights. Thus, market research is essential for any business organization that wishes to stay in business!

**"The more competitive and challenging the business environment, the more you need market research."**

- Toward Successful Maximizing Accurate & Credible Research Result Via Marketing Research Mixed Method Approach
- In-The-Moment Research: Explore "New Thinking" In Using Consumers' Mobile Devices As Excellent Complementary Market Research Tool
- New Neuromarketing: Examining The Latest Neuromarketing Insights And Its Application
- Utilizing Marketing Insights To Winning Marketing Strategy
- Forwarding Market Research For "Changing Media Arena"
- Digital Market Research:
- Translating Big Insights To Smart Business Solutions In The Age Of Connected Customers
- Successfully Transforming Consumer Insights Into Profitable Action

Understanding how marketing research becomes an integral part of putting the customer first in the decision-making process is a goal all researchers should share. Marketers will then establish the true value of consumer insight; beyond information and research findings, creating actionable opportunities for marketing and brand development and delivering real competitive advantage. In addition, although many companies have conducted significant customer research, few can translate that research into insights that drive strategy.

**When developing and launching a new product & service, the brand marketer needs consumer insight to get the market positioning right. So how do you begin the process and how have others succeeded in the past?**

To tackle the above challenges facing today's marketers, Asia Dyna Forum (ADF) has annually designed this 2-day foremost conference for marketing practitioners on **"360° MARKET RESEARCH REVOLUTION & CONSUMER INSIGHTS"** to assist you to explore fresh ideas, trends, and opportunities in the ever expanding and dynamic realm of new market research methodologies & consumer insights. Refreshing topics and

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EVENT, WHERE WE LOOK  
FORWARD TO WELCOMING  
YOU IN SEPTEMBER 2017**

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