



2026 National Insights and
Market Research Conference

8 October 2026

Dear MORES Friends and Colleagues in the Academe,

Warm greetings from MORES!

As we approach the MORES National Insights & Market Research Congress 2026 on October 26–27 at SMX Aura, we are pleased to extend a special offer to the academic community.

Effective October 8, **we are reducing the academe rate from ₱2,200 to just ₱1,000 per delegate for full-time faculty members and undergraduate students registering in groups of five (5) or more.**

This includes **full access to both days of the Congress, including conference sessions and snacks.** While we update our website to reflect this special group rate, you may already register through the website and pay the discounted amount of ₱1,000 per delegate per group of 5.

Under the theme *Future in Motion*, this year's Congress brings together leaders in market research, consumer insights, marketing, and strategy to explore our industry's future.

For educators and students, it is an opportunity to connect classroom learning with industry practice, discover emerging methodologies and technologies, engage with industry leaders, and better understand the skills that tomorrow's professionals will need. More importantly, we believe the academe should not simply observe the future of our industry but help shape it. As MORES celebrates its 50th year, we hope to strengthen the connection between the industry and the institutions developing its future talent.

We encourage you to share this invitation with your faculty, students, and academic networks. We look forward to welcoming you to the Congress!

Warm regards,

Carl Chung (HustlePH)
MORES Congress Organizing Committee

Congress Committee Members:

Aaron Ursolino (FastForward), Kristel Gabawa (BPI)
Tina Reyes (PSRC), Carl Chung (HustlePH), Ruel Rosal (RLR Research)