

Nomination: 20230

Julia Truong - Innovative Entrepreneur

Page: General Information

Name of Organization / Company

JTPM Group

Logo

Download File (https://asiastevieawards.secure-platform.com/file/31534/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWV1IjozMjUzNCwiYWxsbn3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImlnbI_DXdX37_I85JTr4dwS827cxs0?JTPM%20logo_red.png)

Web Site Address

<https://jtproductionmanagement.com/> (<https://jtproductionmanagement.com/>)

Page: Entry Information

Entry Title

Julia Truong - Innovative Entrepreneur

Category

X01 - X15 - Individual Professionals > X15. Most Innovative Woman of the Year

Submission Format

An Essay of up to 625 Words

Essay

Founder of JTPM Group, Julia Truong is a successful entrepreneur with an incredible story!

Julia’s passion for events began at just 14 years of age when she volunteered to run a local youth music event. She was moved by the effect it had on the community and knew instantly she would pursue a career in events.

But growing up in a financially disadvantaged household, Julia struggled to afford basic school equipment. It was thanks to Western Chances, a local non-profit offering scholarships to promising young students, that Julia was able to finish high school go to university.

In 2013, at just 20 years of age, Julia took a leap of faith and founded JT. Production Management (JTPM). She was a young woman with big dreams, who quickly built a reputation for being hard-working, creative and reliable.

Repeat clients and bigger events led to employing staff. Then, in 2016 Julia won the Victorian Young Achievers Award which catapulted the business into the limelight. Soon JTPM was opening its first office!

By early 2020, JTPM was one of the fastest growing event agencies in the country, and then the pandemic hit. The events industry was hit hard and JTPM lost 90% of bookings!

Led by Julia’s resilience and determination, the team used lockdown as an opportunity to test new technology and develop skills and services like website development, live streaming, video production and online event platforms. This strategic pivot saw most clients return within a few months and by 2021 the business tripled in size, requiring a larger office.

What could have been the end of JTPM, turned into the expansion of the business, which opened the door for the creation of two exciting new businesses.

Testing event apps during lockdown and discovering they were developed by technology companies with little (if any) event experience, Julia saw the opportunity to develop something from an event manager and attendee perspective.

Following extensive research and development, beta testing and refining, Julia launched Future Events Lab (FEL) in September 2023 with two ground-breaking products – a customisable mobile event app and interactive digital map. The innovations did not stop there.

In September 2024 www.jttravel.com went live, offering affordable accommodation and holiday packages for event attendees - 15% cheaper than other travel booking sites!

Then, in November 2024, together with her husband Victor and business partner Selina, Julia unveiled FRMEFEST - Australia’s newest premier event for visual storytellers, photographers, videographers and content creators, happening in Sydney from 19 - 20 July 2025.

And there’s more to come – JT. Creation and Elevate by JT. coming soon!

But JTPM Group isn’t your average event and travel organisation. There’s a strong focus on social purpose and working with clients whose values align. Driving the businesses is the unwavering belief in the power of events to connect people, foster important conversations, create change and leave a lasting impact on individuals, organisations, communities and the world.

Each year, JTPM produces events for non-profit organisations on a pro-bono or discounted basis. In 2022, JTPM became the Pro Bono Event Partner for Western Chances. Delivering approx. \$25,000 AUD in event services, this partnership enables an additional 50 scholarships for disadvantaged young people each year - bringing Julia’s epic story, full circle!

In October 2022, Julia welcomed her first child and then her second in late 2024. Balancing motherhood with running several thriving businesses is another challenge Julia is taking in her stride. She recently appointed a CEO and Event Director for the JTPM business, marking the start of an exciting new chapter!

Julia is a true visionary, always pushing the boundaries and looking for original ways to make a difference. An inspiring role model for young, disadvantaged and marginalised women everywhere, Julia is the epitome of innovative entrepreneurship.

For this category please provide

An essay of up to 625 words describing the nominee’s innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

[Redacted content]

[Redacted content]

File 3

[REDACTED]

[REDACTED]

[REDACTED]

File 6

[REDACTED]

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Do You Have Website URLs you would like to link to

Yes

URL 1

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