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THE-ICE 16th IPoE Forum 2023

Panel 2: The New Workplace: Workplace wellbeing and the working from home phenomenon

Ms Julia Truong

Founder and Creative Director, JT. Production Management, Australia



Julia Truong is the Founder and Creative Director of JT. Production Management (JTPM). Now in its tenth year of business, JTPM is an award-winning creative event and production agency based in Melbourne, servicing Australia-wide. JTPM aims to produce live experiences that bring joy, spark enriching conversations, and build better communities.

Producing for a wide range of experiences such as conferences, awards, exhibitions, activations, and video productions for clients, including the University of Melbourne, Victoria Government, Victorian Multicultural Commission, CDC Victoria, and Medibank, JTPM has been named for three years in a row as the Australian Enterprise Awards, Event Management Agency of the year in 2021 – 2023. Earlier this year, JTPM was also recognised by the Australian Small Business Championship as an Event Management finalist.

In 2016, Julia was recognised for her business and work in the community with the prestigious Victorian Young Achiever Award. Later that year, she was appointed by the government to join the Multicultural Small Business Ministerial Council. Julia is again named the 2021 Career Achievement Finalist for the 7NEWS Young Achiever Award. In 2022, Julia was a finalist for the Young Entrepreneur of the Year Award.

As the enthusiastic Creative Director of her company, Julia likes to encourage the combination of creativity and precision in detail when planning events within her team. She brings a can-do mindset and a sharp business attitude to every project.

In 2020, whilst many competitors closed their doors during COVID-19, Julia continued to steer her company to innovate, securing 22 new clients and expanding JTPM's service offerings. By 2021, JTPM had grown three times its size. In 2023, Julia has started up an event technology company Future Events Lab, with the vision of powering events with innovative technology.

Julia believes that every young person has the potential to succeed if they choose to hold onto every opportunity with both hands. Given the help and support Julia had received when facing adversity, Julia likes to give back to her community where possible and hopes to inspire other young people to follow their dreams.