

# Tumi Voster's new production agency

By [Jessica Tennant](#)

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Tumi Voster launched a production agency in May this year alongside her second GRL PWR Series. "I've always wanted to venture into business and empower myself in that space, and because I spent almost a year building the GRL PWR Series brand, I wanted to take ownership of the brand and what it stands for."

The bigger vision, she says, is to create job opportunities with the various projects she will have under the production agency, and the goal is to impact conversations and lead dialogues around South African women and provide a platform where they can connect, create and be empowered.



Tumi Voster

Here, Voster tells us more about the agency and the importance of networking, starting with the people around you and just starting...

## Comment on the success of your GRL PWR event series.

“ Both events have truly been life changing, meeting women from all walks of life and unearthing some powerful success stories from various women in different industries who are really breaking boundaries, has been such a joy. ”

Creating a safe and authentic space for women to feel empowered and confident to conquer the world really is amazing to watch and be a part of. Most importantly being able to witness the impact on the women post each event is even more special, knowing how one event can change and grow someone's perspective over success and life is powerful.



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## Comment on the gap in the market or the problem the agency seeks to solve.

“ Sometimes brands that are speaking to women speak at us and not to us. They assume they understand what the South African woman wants to hear. The GRL PWR Production agency aims to bridge that gap between brands and women dialogues. We want to contribute in creating creative platforms and conversations around South African women, find them where they are and give them spaces where they can authentically connect, create and be empowered. ”

We want to work with brands that want to drive their focus in South African women conversations and GRL PWR Production agency aims to be the agent of change in how these brands and companies connect with South African women.

■ **What is GRL PWR Production's competitive advantage?**

We're already having these dialogues with South African women and we've already established ourselves in the empowerment space. We have the power to impact conversations and lead dialogues. The goal is to grow these conversations by tapping into spaces and offerings and we believe content creation and collaboration with different brands and companies will allow us to drive the conversation further.

■ **What services does it offer?**

- Women empowerment dialogues
- Brand strategy
- Content creation
- Event co-ordination
- Production

■ **Comment on your team and clients.**

I'm collaborating with various small female companies at the moment and will be building my team as the company grows.

■ **As it is Women's Month, what is your advice or encouragement to other women in business.**

Start with the people around you. Sometimes we overlook testing our businesses or ideas with the people around us. We all have a network of talented and successful people in each of our circles that can help or connect us with the right people. It's all about opening yourself up and tapping into those spaces. Start where you are with what you have. The key is starting.

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## ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. [marketingnews@bizcommunity.com](mailto:marketingnews@bizcommunity.com)

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