Excellence awards a top event

By Elle Cecil

As a business based around events, exhibitions and large groups of people, Events 720 faced a struggle over the COVID-19 pandemic period. However, the team has not only overcome the challenges but thrived in the face of disaster, eventually taking home the Adaptability Award and Business of the Year Award at the 2021 Melton Business Excellence Awards.

Owner and managing director, Leon Mortimer, started his business in 2015. After working in the industry for some time and noticing a gap in the market, Events 720 was born.

"I saw the opportunity to do some things differently and a bit better - that was my motivation to start," Leon says.

Events 720 offers customised solutions to exhibitors, whether they be trade fair setups, pop-up parks or expansions in the hospitality industry. These services are provided by the business from start to finish: beginning with design and production, and ending with delivery and installation.

Leon estimates that due to the pandemic and Victoria's lockdowns throughout 2020 and 2021, between 60 and 70 percent of competitor businesses have now closed.

"Our biggest achievement is probably just getting through the last couple of years after our industry completely stopped in 2020," Leon explains.

In a process that Leon describes as "straightforward and not too stressful," nominations for the 2022 Melton Business Excellence Awards are now open.

Leon encourages Melton residents to nominate a business or for local businesses to self-nominate.

"If you're able to be recognised for doing a good job, you should. It just gives your business that extra bit of credit."

Events 720 won Business of the Year at the 2021 Melton Business Excellence Awards. (Supplied)

Before Events 720 won its awards last year, Leon explains that it didn't have many Melton-based customers due to a lack of awareness.

"Winning the awards has certainly made the business a lot more recognised – we're one of those businesses that unless you drove past us, you wouldn't really see or hear about us," Leon says.

"We've since gained a lot of exposure and recognition from the [Melton Business Excellence] Awards."

You can nominate your business or a business you believe displays excellence as a business owner or operator within the City of Melton. Nominations close at midnight on Wednesday September 7.

For more information or to nominate a business, visit www.melton.vic.gov.au and search 'Business Excellence Awards.'

2022 CITY OF MELTON
Business Excellence Awards

Applications and nominations now open!

NOMINATE A BUSINESS THAT HAS DISPLAYED EXCELLENCE

It's free, only takes 60 seconds but be quick, **applications and nominations close 7 September!**

To nominate, visit **melton.vic.gov.au/mbea** and follow the prompts.

For enquiries, email **businessevents@melton.vic.gov.au** or call **9747 7157**

12561588-SN32-22