

5 · STRATEGIC PARTNERSHIP SCOPE

# STRATEGIC PARTNERSHIP SCOPE

A focused way for Leigh Burgess and Bold Industries Group to support the CMO, protect the concept, and help the team move from decision to proof.

PREPARED FOR ERIN EDWARDS, CMO, VITUITY · PRIVATE WORKING MATERIAL

THE ROLE

## Hold the center while the work moves fast.

This event will involve executives, event producers, agencies, artists, clinicians, universities, community partners, and sponsors. Each group can do excellent work and still pull the idea in a different direction. Leigh serves as the strategic integrator beside the CMO: keeping the decisions, narrative, campaign, experience, and proof connected.

The role is not another layer of approval. It is the connective tissue that helps the right work move faster.

|                                                                                                                                                                            |                                                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 — EXECUTIVE DECISIONS</b><br>Prepare choices, decision briefs, tradeoffs, and go/no-go gates so leadership can decide quickly without losing the underlying strategy. | <b>2 — BRAND + NARRATIVE</b><br>Own the master story and message architecture across executives, artists, communities, media, internal teams, and attendees. |
| <b>3 — CAMPAIGN SYSTEM</b><br>Translate the strategy into launch phases, content lanes, channel roles, toolkits, and the Long Game participation engine.                   | <b>4 — EXPERIENCE INTEGRATION</b><br>Keep health, conversations, music, the anthem, Vituity activations, and partner moments inside one coherent event arc.  |
| <b>5 — PARTNER ALIGNMENT</b><br>Create clear roles and brand boundaries across Vituity, clinical partners, cultural partners, campuses, and community institutions.        | <b>6 — MEASUREMENT + PROOF</b><br>Define success before launch, protect privacy boundaries, and turn results into the post-event case for 2027.              |

HOW THE WORK FITS

## Clear ownership across the core team

| WORKSTREAM          | PRIMARY OWNER                   | LEIGH SUPPORTS                                   |
|---------------------|---------------------------------|--------------------------------------------------|
| Executive direction | CMO + executive sponsor         | Decision design, tradeoffs, briefs, alignment    |
| Event production    | Event producer + venue          | Experience intent, integration, quality checks   |
| Clinical delivery   | Licensed clinical partners      | Audience language, trust, privacy boundaries     |
| Artist booking      | Talent buyer + cultural partner | Role clarity, platform fit, campaign integration |
| Creative execution  | Agency + production creatives   | Creative strategy, message system, review        |

| WORKSTREAM       | PRIMARY OWNER             | LEIGH SUPPORTS                                       |
|------------------|---------------------------|------------------------------------------------------|
| Marketing launch | CMO team + channel owners | Campaign architecture, cadence, toolkits, proof loop |

WORKING CADENCE

Fast enough for October. Disciplined enough for trust.

DAILY CORE-TEAM HUDDLE

A short decision-focused rhythm during the feasibility window, with a live decision log and named owners.

WEEKLY INTEGRATION REVIEW

Producer, marketing, creative, partner, and clinical leads review the event as one system.

TWICE-WEEKLY CMO BRIEF

One page: what changed, what needs a decision, what is at risk, and what happens next.

EXECUTIVE GATE MOMENTS

Formal go/no-go checks protect the brand from forcing an underbuilt event into public view.

PHASE PATH

From decision to the next year

| PHASE            | TIMING           | OUTPUTS                                                                                                                  |
|------------------|------------------|--------------------------------------------------------------------------------------------------------------------------|
| FEASIBILITY      | Seven days       | Decision frame; venue/date path; cultural partner; producer; budget envelope; talent route; scope recommendation.        |
| LAUNCH           | Weeks 2–4        | Master narrative; message map; campaign phases; partner toolkits; reveal sequence; Long Game content engine.             |
| CONVERSION       | Final 14 days    | Audience segmentation; trusted-channel activation; creative rotation; executive issue resolution; event readiness story. |
| EVENT + 48 HOURS | Live + immediate | Message integrity; content capture priorities; health-action prompts; media narrative; partner visibility.               |
| PROOF + 2027     | 10 days onward   | Impact story; leadership recap; sponsor renewal; partner coalition; 2027 recommendation and roadmap.                     |

THE NEXT STEP

Begin with the decision, not the deliverables

The first conversation should answer three questions: What does Vituity want to own? What must be true for October to be credible? What decisions need to be made within seven days? From there, the exact engagement can be scoped around the level of support the CMO team needs.

RECOMMENDED START

**A 45-minute working session with the CMO, executive sponsor, marketing lead, and proposed event lead — followed by the seven-day feasibility sprint.**