



PROCUREMENT  
STRATEGY GROUP



## EVENT CASE STUDY

How Procurement Strategy Group helped  
Vibrant Wellness deliver and elevate the  
Vibrant Longevity Summit



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# Executive Summary



Procurement Strategy Group was engaged by Vibrant Wellness approximately sixty days prior to the inaugural Vibrant Longevity Summit following an unexpected resignation within their event operations team.

The Summit was a strategically important initiative designed to reinforce Vibrant's credibility with leading longevity and functional medicine providers. With limited runway, our role was to establish operational control quickly, reduce execution risk, and deliver an event experience aligned with brand expectations.

Across the 2024 and 2025 Summits, we supported both stabilization and long-term improvement, resulting in a more mature and scalable execution model.

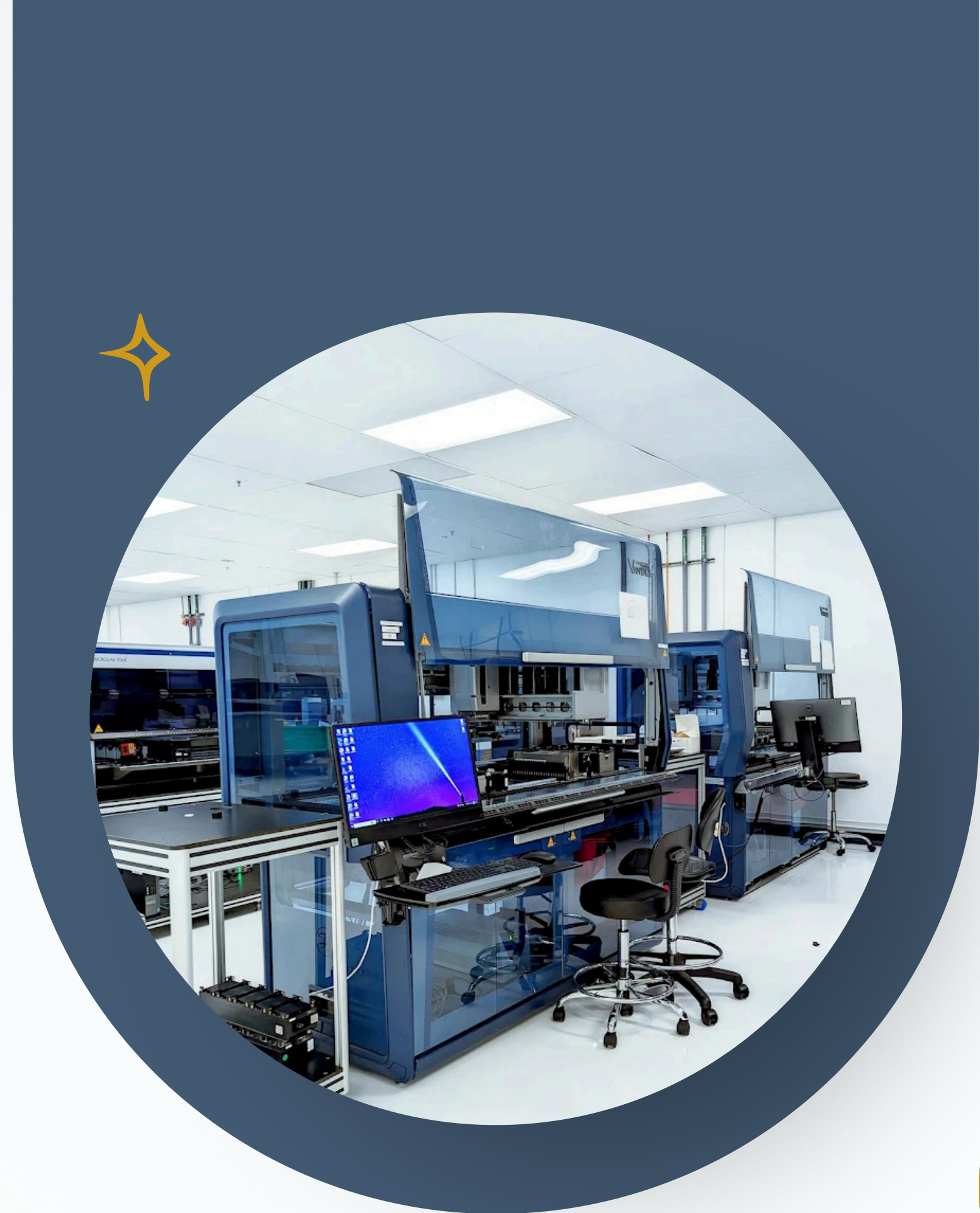


# Client Context

Vibrant Wellness is a leader in advanced functional laboratory testing, serving healthcare providers in longevity and functional medicine.

The Vibrant Longevity Summit is an invite-only event designed to convene top-tier practitioners, strengthen relationships, and reinforce Vibrant's position as a trusted industry leader.

The Summit audience is highly educated and discerning, making execution quality a critical business requirement.



# The Challenge

Sixty days prior to the inaugural Vibrant Longevity Summit, Vibrant experienced an unexpected resignation within its event operations team. This created a leadership gap during the most critical phase of planning.

With limited runway and a high-stakes audience, Vibrant required immediate execution leadership to stabilize planning, coordinate vendors, and deliver a seamless experience aligned with brand expectations.



## Compressed Timeline:

Only sixty days remained to plan and execute a brand-defining, multi-day industry summit.

## Leadership Gap:

An unexpected resignation in the event operations function created a critical ownership void during the most execution-intensive phase.

## Fragmented Execution:

Vendors, timelines, and responsibilities lacked centralized coordination and decision authority.

## Brand Risk:

A highly educated, discerning provider audience left little tolerance for operational missteps or inconsistency.



# Why Procurement Strategy Group



## Strategic Event Leadership

We assumed ownership of execution planning and coordination during a critical leadership gap.

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## Operational Execution

We managed vendors, production, run-of-show, and on-site delivery to ensure consistency and control.



## Procurement & Vendor Management

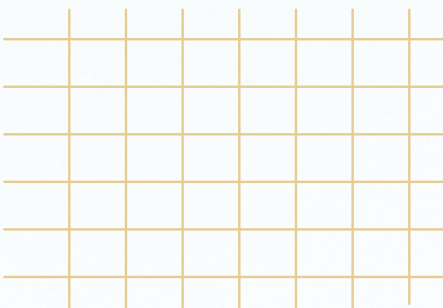
We sourced, evaluated, and managed partners to reduce risk and maintain budget discipline.

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## Execution Oversight

We provided hands-on leadership before and during the event to ensure alignment across stakeholders.





# Our Operating Principles

Our values guide how we lead and execute when timelines are tight and expectations are high. During the Vibrant Longevity Summit, these principles ensured clarity, accountability, and consistent delivery under pressure.



## Ownership

We step in fully and assume responsibility when execution risk is high.



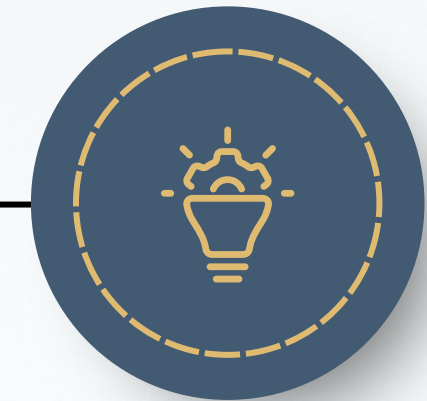
## Collaboration

We integrate seamlessly with internal teams, vendors, and leadership.



## Precision

We focus on details that materially affect attendee experience and brand perception.



## Execution Discipline

We prioritize clarity, structure, and follow-through under pressure.



# Event Execution

Procurement Strategy Group provided execution leadership across both Summits, shifting the program from late-stage stabilization in 2024 to a more mature, predictable operating model in 2025. The result was improved control, reduced friction, and a consistently higher-quality experience across all stakeholders.

## 2024 Summit: Stabilize



- Assessed planning status and identified critical gaps
- Established clear ownership, timelines, and run-of-show
- Coordinated vendors, venue, and production partners
- Led on-site operations to manage real-time decision making

## 2025 Summit: Elevate



- Strengthened planning cadence and milestone management
- Improved procurement and vendor coordination
- Reduced last-minute decision making
- Elevated the overall attendee experience





# Key Outcomes

Across two consecutive Vibrant Longevity Summits, Procurement Strategy Group delivered consistent, on-time execution while elevating operational maturity from year one to year two. Through disciplined vendor management and procurement oversight, we improved cost efficiency and reduced execution burden, allowing internal leadership to remain focused on strategic priorities.

## Consistent Delivery:

Successfully delivered both the inaugural and second Vibrant Longevity Summits on schedule and to plan.

## Execution Elevation:

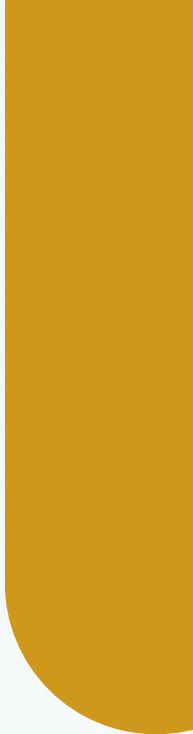
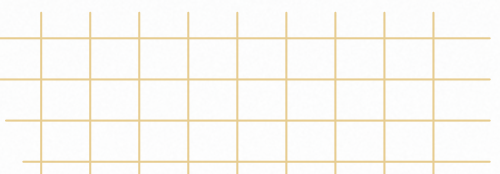
Improved operational consistency, planning discipline, and attendee experience in year two.

## Leadership Relief:

Reduced internal execution burden, allowing leadership to remain focused on strategic priorities.

## Cost Control:

Applied procurement discipline and vendor management to reduce inefficiencies and control event spend.



# Client Testimonial

“Sixty days before our first Vibrant Longevity Summit, our events manager resigned, creating a major execution gap. Procurement Strategy Group stepped in immediately and operated as true execution leaders, not vendors.

They brought structure, calm, and accountability under pressure, helped us successfully deliver two Summits, and protected our brand throughout.

Based on that experience, we have engaged PSG for the 2026 and 2027 Summits, as well as additional events.”



**Head of Marketing, Vibrant Wellness**



# Get in Touch

We support organizations planning complex, high-impact events where execution matters. Contact us to start the conversation.



## Email

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## Website

[www.psg-events.com](http://www.psg-events.com)

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## Location

Serving the US & EU

