

Ideba partners with Certinia to manage their Global Leadership Summit

Certinia is the leading global provider of AI-powered Professional Services Automation (PSA), unifying sales, delivery, finance, and customer success on a single record to act with certainty across the entire services journey. With an international team of almost 1,000 employees, many of whom work remotely, events have become an important vehicle for reinforcing company culture, strengthening relationships and creativity, and supporting teamwork.

For several years, Certinia has partnered with Ideba for event management. "Ideba has been a fantastic partner on two of my bigger initiatives," says Lauren Burris, Certinia's Director of Employee Engagement and Development. The first initiative was Certinia's 2024 Senior Leadership Summit. When engagement surveys showed a need for more connection across the senior leadership team, Burris was charged with developing an in-person event that would bring C-suite, VP, and director-level employees together to create better alignment and more focused direction that could trickle down through the rest of the company.

Building from scratch

Ideba partnered with Certinia on every aspect of the Leadership Summit—from identifying locations to logistics for the 70 participants, budgeting, scheduling, deadlines, accommodations, meals, agendas, activities, and more. "From that first outreach and request for proposal from vendors, Ideba had the big picture in mind. They were instrumental in understanding what kind of budget we needed for every aspect of the event, right down to individual activities. During negotiations they were strategic on where we could save money on everything from room and meeting space rates to food and beverage."

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Director of Employee Engagement and Development, Certinia



It wasn't just the big picture, though. Burris was also impressed with Ideba's attention to the details. "It could be the swag," she notes, "or it could be the small early morning delight you get with breakfast. It was those little things that wouldn't have even occurred to me, but make memories stick."

In 2025, the Leadership Summit was held in Nashville—an inspired choice, per Burris. "We had the best feedback yet," she says. "People absolutely loved being able to take in the nightlife and the environment that Ideba had scoped out for the summit."

With giving back to the community a big part of Certinia's culture, Ideba identified a local Nashville opportunity to help veterans with PTSD. The Heartstrings Foundation provides guitars to veterans so they can integrate music into their recovery. In Nashville the 70 Summit attendees worked together in groups to build and decorate guitars for veterans to use in music therapy. The Summit attendees also came up with band names and album covers. "There was a lot of teamwork and creativity in the room," Burris recalls. She found it representative of Ideba's ability to combine discipline, structure, and fun.

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Removing the worry

For Burris, working with Ideba allows her to concentrate on the high-value, strategic aspects of her job. "They took the stress off of me for all of the minutiae and the logistics," she observes, "while providing a valuable partner to ensure the event's strategic goals are met. They allow me to participate, not just manage," she continues. "I can concentrate on the content work of the actual activities, being able to connect with the people who are in this program rather than focusing on what's happening when and where."

Burris lists comprehensive event coverage, flexibility, and adaptability as Ideba's main strengths. When asked what she'd tell a prospective Ideba client, she doesn't equivocate: "They're going to take the worry off of you." Then, through a smile, she adds, "If I ever leave Certinia, I'm bringing their contact information with me."

Lauren Burris is Director of Employee Engagement and Development at Certinia, the leading global provider of AI-powered Professional Services Automation (PSA) that unifies sales, delivery, finance, and customer success on a single record.

Ideba is a consulting, research and creative firm based in Portland, Oregon. To learn more about Ideba's consulting and event support services, visit idebamarketing.com.

