

# What's Next in Event Management?

How to Create an  
All-In-One Platform with  
Embedded Insurance





# 1 Setting The Stage

Event management platforms were originally designed to simplify essential tasks, like event planning, registration, and coordination.

These tools helped organizers manage logistics more efficiently, reducing manual workloads and improving overall event execution. However, customers now expect comprehensive, all-in-one solutions that go well beyond planning.

## The Not So Distant Future: A Complete Event Solution (With Insurance)

Built-in payments and processing functionality is already a core feature for industry leading event platforms. So what's next? Event insurance.

By adding relevant insurance options directly into their platforms, event software providers can create a more comprehensive and valuable ecosystem. This approach not only improves the user experience by removing extra steps and simplifying the event planning process, but also drives long-term profitability and positions event management platforms as essential, full-stack solutions for the industry.

### Extending Value Beyond Core Features

The screenshot shows a web interface for a payment process. At the top, it says 'PAYMENT'. Below that, there's a 'Service Fee' section. Then, a 'Select Payment Method' dropdown menu is visible, with options for 'Credit Card', 'Express Payment' (selected), and 'Offline/Other'. Below the dropdown, it shows 'Total Due \$262.50'. At the bottom, there are two buttons: 'Apple Pay' and 'Buy with Google Pay'.

Cvent enables event organizers to handle registration and payment processing within a single platform through Cvent Payment Services, eliminating the need for third-party solutions.

The screenshot shows a webpage for 'evCover' by Eventy. It features a header with the 'evCover' logo and a sub-header 'Vi Coverage by Vertical Insurance'. The main text describes the partnership and the benefits of the policy, including instant approvals, automated collection and validation of insurance details, and coverage tailored to meet the event's requirements. There's a 'Learn more' link. Below this, it lists 'This covers:' with bullet points: Artists, vendors, and exhibitors; \$1,000,000 occurrence / \$2,000,000 aggregate on an occurrence basis; and Added option for liquor liability. A disclaimer at the bottom states that the policy is effective from the start and end dates of the event unless the policy is purchased after the event has started.

Eventy's evCover provides built-in exhibitor and vendor liability insurance, allowing event organizers to offer protection directly through their software.

[Is Your Platform Sticky?](#)  
[Read 5 Ways to Create a Stickier Event Management Platform.](#)



# 2 The Problem with Event Insurance Today

The buying experience is tedious, filled with confusing policies, excessive paperwork, and unclear pricing. Many customers feel overwhelmed by the process, unsure of what coverage they actually need or what protections they're paying for.

## But People Still Need Insurance

Despite its shortcomings, insurance remains essential. Risk transference is a fundamental need - especially for events. Whether it's protecting an event organizer from cancellation losses or ensuring a vendor isn't exposed to liability, insurance plays a crucial role in preventing financial disaster.

Is there hidden friction in your platform?  
**Find out where it might be hiding.**

However, the industry is overdue for a change. While insurance itself is valuable, the way it's delivered could be improved. Customers need an easier, user-friendly experience that aligns with the expectations of today's digital-first world.

### Two Core Challenges Holding Insurance Back

Structural challenges have prevented insurance from evolving in a way that meets modern customer expectations:

#### Complex Regulation

Compliance requirements vary across states and event types, creating significant barriers for software companies that want to integrate insurance.

#### Outdated Technology

Traditional insurers rely on legacy systems that don't support real-time API integrations, making it difficult for modern SaaS platforms to offer seamless insurance solutions.



# 3 Defining Embedded Insurance

**Embedded insurance is not just another distribution channel** - it's a fundamental shift in how insurance is offered and consumed. Rather than being a separate transaction or an afterthought, embedded insurance is integrated directly at the moment of relevance, ensuring that event organizers, vendors, and attendees can easily access coverage when they need it most.

It's also more than just technology rails. While APIs enable integration, true embedded insurance solutions go beyond connectivity. They require deep expertise in underwriting, risk assessment, and claims management to ensure that the right coverage is offered at the right time. Without these essential components, an insurance integration remains just a technical feature rather than a true value driver.





## Fixing a Broken Industry

Embedded insurance addresses many major pain points in the event insurance process:

- **Seamless Buying Experience** → Instead of forcing users to seek out separate policies, insurance is embedded directly within event workflows, making it an intuitive part of the process.
- **Relevant, Timely Coverage** → Attendees, vendors, and organizers can access the right protection at the moment they need it, ensuring they aren't left vulnerable to unexpected risks.
- **Trust Through Transparency** → Because insurance is integrated within a platform customers already trust, it feels like a natural, beneficial extension rather than an unfamiliar or predatory upsell.
- **Frictionless Claims** → Software-driven claims processing removes delays and complications, ensuring users receive payouts quickly and efficiently.

## Embedded Insurance in Action

To see the impact of embedded insurance, consider the case of an event organizer using Eventeny, a self-service event management software.

### Before

Event organizers required exhibitor and vendor liability insurance and were constantly chasing down vendors to review their proof of insurance documents. Many vendors were purchasing inadequate coverage or couldn't locate their documents.

### After

Exhibitor and vendor liability insurance is offered to each vendor directly in their dashboard. After purchase, the proof of insurance documentation is automatically sent to the event organizer.

By integrating the right insurance at the right moment, event management platforms can significantly improve the user experience for both their clients and their clients' clients. Embedded insurance is no longer a luxury - it's a critical component of the future of event management software.



# 4 Overcoming Barriers

In order to successfully embed insurance into event management platforms, there's a lot that needs to happen behind the scenes. Below are some of the most common obstacles SaaS businesses need to navigate if they choose to build this feature on their own:

## Challenge 1: Regulatory Burdens

Platforms have to meet licensing requirements, adhere to local laws, and mitigate liability risks - all of which require deep regulatory expertise. Without this, entering the insurance space can be overwhelming and risky.

### The Solution

By partnering with an expert team that handles compliance and licensing, platforms can remove the complexities of insurance regulations and expedite the development timeline.

## Challenge 2: Technology Gaps

Legacy insurance carriers operate on old technology that lacks flexibility for seamless API integrations. The result is an inefficient process that makes it difficult to offer insurance in a way that aligns with today's expectations.

### The Solution

Leveraging an embedded insurance partner with modern APIs enables platforms to integrate coverage seamlessly without relying on outdated infrastructure.



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**Challenge 3: Business Model Challenges**

Insurance is fundamentally different from software. Without an internal team dedicated to managing these complexities, platforms risk launching an insurance offering that is mispriced or unprofitable.

**The Solution**

Partnering with an embedded insurance provider with unique vertical knowledge and expertise eliminates risk and helps platforms generate high-margin revenue without the need for deep insurance experience.

**Challenge 4: Claims & Customer Support**

Many SaaS businesses operate with lean teams focused on core product development, making it difficult to reallocate resources to focus on specific insurance needs.

**The Solution**

The right partner manages all claims and insurance-related support on behalf of the platform, treating their customers as though they were their own.

By partnering with the right embedded insurance provider, event management platforms can easily overcome these barriers and go-to-market much more efficiently.



# 5 Choosing The Right Partner

Not all embedded insurance providers are created equal. To successfully integrate insurance into an event management platform, it's important to choose a partner that understands both software and insurance.

## 1. What to Look For in a Partner

**A software-first approach** → Many traditional insurers focus solely on policies and underwriting, neglecting the user experience. A true embedded insurance partner prioritizes seamless digital integration to enhance the platform's value.

### How Vertical Insure Stands Out

**Deep expertise in both SaaS & insurance** → We understand the challenges of building and scaling software businesses, as well as the complexities of underwriting, risk assessment, and claims processing. This dual expertise allows us to create solutions that truly fit within SaaS ecosystems.

## 2. What to Look For in a Partner

**Developer-friendly APIs** → Smooth integration is critical. A provider with modern, well-documented APIs ensures that insurance can be embedded effortlessly into an event platform's workflows without creating friction for users.

### How Vertical Insure Stands Out

**Turnkey solutions beyond APIs** → While APIs are essential, success requires more than just technology. Vertical Insure provides full go-to-market support, including compliance, marketing guidance, and strategic implementation to drive adoption and revenue.



### 3. What to Look For in a Partner

**Event-specific expertise** → A one-size-fits-all insurance approach doesn't work for event platforms. The right partner should offer tailored coverage for organizers, vendors, exhibitors, and attendees, ensuring that policies align with real industry needs.

#### How Vertical Insure Stands Out

**Customizable insurance products for events** → Our coverage options are designed specifically for the event industry, ensuring organizers, vendors, and hosts get relevant protection. We don't believe in one-size-fits-all solutions - we tailor policies to meet the unique needs of each platform.

### 4. What to Look For in a Partner

**End-to-end support** → Beyond just technology, a strong insurance partner should handle compliance, marketing enablement, customer education, and claims management. This ensures the platform can offer insurance confidently without taking on unnecessary complexity or risk.

#### How Vertical Insure Stands Out

**Proven success** → We have a track record of successfully integrating insurance into software platforms, helping them unlock new revenue streams while enhancing user experience and trust.

**Choosing the right embedded insurance partner can make or break the success** of an event management platform's insurance offering. By selecting a partner that prioritizes seamless integration, industry expertise, and full-service support, platforms can unlock new revenue opportunities while delivering meaningful value to their users. Vertical Insure is committed to helping event platforms thrive - offering not just insurance, but also a strategic advantage.

Find out how it works - [check out an instant demo!](#)





43 SE Main Street, #515  
Minneapolis, MN 55414  
[hello@verticalinsure.com](mailto:hello@verticalinsure.com)

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