COMPETITION AND CONSUMER PROTECTION COMMISSION

MARKET INQUIRY INTO AUDIO-VISUAL (AV) SERVICE AGREEMENTS IN THE HOSPITALITY AND CONFERENCING SECTOR IN ZAMBIA

QUESTIONNAIRE FOR EVENT MANAGEMENT COMPANIES

Period covered: 1 January 2021 to 31 December 2025

INTRODUCTION

The Competition and Consumer Protection Commission is undertaking a sector-wide market inquiry into the provision of audio-visual services within Zambia's hospitality and conferencing sector.

The inquiry seeks to understand how AV services are procured and supplied, the nature of relationships between event management companies, hotels, conference facilities and AV service providers, and the extent to which contractual or commercial arrangements influence supplier choice, prices, quality and competition.

Event management companies are an important source of information because they frequently participate in the selection and procurement of conference venues and AV services on behalf of their clients.

The Commission is particularly interested in understanding whether customers are able to choose freely between AV providers, whether venues impose restrictions or charges on independent AV providers, whether AV services are bundled with venue hire, and whether preferred or exclusive arrangements affect competition.

The questionnaire does not presume that any particular arrangement is anti-competitive. Respondents should therefore provide both factual information and, where appropriate, their assessment of the effects of particular arrangements.

Where a question does not apply, please indicate **N/A**. Where information is unavailable, please indicate **Not Available**.

PART A: GENERAL INFORMATION AND COMPANY PROFILE

1. General company information

Particular	**Response**
Registered name	
Trading name, if different	
Company registration number	
Year established	
Principal business address	

Other offices/branches	
Contact person	
Position	
Telephone	
Email	
Website	

2. Legal form and ownership

Please tick one.

☐ Sole proprietorship
☐ Partnership
☐ Private limited company
☐ Public limited company
☐ Cooperative
☐ Other: _____

3. Please provide details of shareholders/owners holding **5% or more**.

Name	Type of ownership	Percentage ownership	Other relevant business interests

4. Board and management composition

Please provide details of directors and senior management as at **31 December 2025**.

Name	Position	Date appointed	Shareholding	Other business interests

5. Interests elsewhere in the value chain

Does any of its shareholders, directors or senior managers, have an ownership, management or other significant interest in:

☐ Hotel/conference facilities
☐ AV service providers
☐ AV equipment suppliers

☐ AV equipment rental businesses
☐ Other event management companies
☐ Catering companies
☐ Tourism/hospitality businesses
☐ None
☐ Other: _____

If yes, provide details.

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PART B: NATURE AND SCALE OF EVENT MANAGEMENT ACTIVITIES

6. What types of events does your company organise or manage?

   Tick all applicable.

   ☐ Conferences
   ☐ Workshops/seminars
   ☐ Exhibitions
   ☐ Corporate events
   ☐ Government events
   ☐ NGO/development partner events
   ☐ Product launches
   ☐ Awards ceremonies
   ☐ Weddings/private events
   ☐ Hybrid/virtual events
   ☐ Other: _____

7. Please provide the following information for each year from 2021 to 2025.

Indicator	**2021**	**2022**	**2023**	**2024**	**2025**
Total company turnover (K)					
Number of events managed					
Total value of events managed (K)					
Number involving conferencing facilities					
Number for which AV services were procured					
Value of AV services procured (K)					
Number of venues regularly used					

8. Approximately what proportion of your event-management business involves events held at hotels, conference centres or other hospitality facilities?

Year	**Percentage**
2021	
2022	
2023	
2024	
2025	

PART C: VENUE SELECTION

9. Who normally selects the venue for an event managed by your company?

☐ Event management company
☐ Client/customer
☐ Jointly by event manager and customer
☐ Venue predetermined by customer
☐ Government/procuring entity
☐ Other: _____

10. What factors are most important when selecting a venue?

Please **rank your three most important factors**, with 1 being the most important.

Factor	**Rank**
Venue price	
Location	
Capacity	
Quality of facilities	
Availability of accommodation	
Availability of AV services	
Ability to use an independent AV provider	
Quality/reputation of AV services	
Catering	
Customer preference	
Accessibility	
Other: _____	

PART D: SELECTION AND PROCUREMENT OF AV SERVICES

11. Who normally selects the AV provider for an event?

☐ Client/customer
☐ Event management company
☐ Hotel/conference venue
☐ Government/procuring entity
☐ Joint decision between client and event manager
☐ Joint decision involving venue
☐ Other: _____

12. How are AV providers normally selected?

☐ Competitive quotations
☐ Formal tender/procurement process
☐ Request for quotations from selected providers
☐ Direct negotiation
☐ Customer's nominated provider
☐ Venue's preferred provider
☐ Venue's in-house AV service
☐ Existing supplier relationship
☐ Other: _____

13. During 2021-2025, how frequently were you able to obtain quotations from more than one AV provider for an event?

☐ Always
☐ Usually
☐ Sometimes
☐ Rarely
☐ Never
☐ Not applicable

14. If you were unable to obtain competing quotations, what was the main reason?

☐ Venue required use of a particular provider
☐ Venue only permitted approved providers
☐ Venue had an exclusive AV provider
☐ Customer specified the provider
☐ Insufficient time
☐ Lack of alternative providers
☐ Procurement requirement
☐ Other: _____

PART E: VENUE RESTRICTIONS ON AV PROVIDERS

15. During 2021-2025, have you encountered any hotel, conference centre or other venue that:

Practice	**Yes**	**No**	**Don't know**
Required use of its in-house AV service	☐	☐	☐
Required use of a particular external AV provider	☐	☐	☐
Allowed only approved/accredited AV providers	☐	☐	☐
Required prior approval to use an external provider	☐	☐	☐
Charged an additional fee for using an external provider	☐	☐	☐
Required external providers to pay commission/revenue share	☐	☐	☐
Restricted external providers from accessing parts of the venue	☐	☐	☐
Discouraged customers from using independent AV providers	☐	☐	☐

16. Where such restrictions above existed, what was the stated reason given by the venue?

☐ Security
☐ Health and safety
☐ Technical compatibility
☐ Quality assurance
☐ Protection of venue equipment
☐ Insurance/liability
☐ Operational efficiency
☐ Existing contractual arrangement
☐ Commercial/revenue considerations
☐ No reason provided
☐ Other: _____

17. In your view, was the stated reason sufficient to justify the restriction?

☐ Yes
☐ Partly
☐ No
☐ Unable to assess

Please explain.

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PART F: PREFERRED AND EXCLUSIVE AV PROVIDERS

18. Have you encountered venues that had a preferred or exclusive relationship with an AV provider?

☐ Frequently
☐ Sometimes
☐ Rarely
☐ Never
☐ Don't know

19. Where applicable, provide details of up to five significant arrangements.

Venue	AV provider	Preferred/exclusive	Period	How did arrangement affect your procurement?

20. Where a venue had a preferred or exclusive AV provider, what effect did this have on your business or your client's event?

☐ No material effect
☐ Reduced supplier choice
☐ Increased AV costs
☐ Reduced ability to negotiate price
☐ Increased event-management costs
☐ Reduced ability to compare quality
☐ Required use of a provider that would not otherwise have been selected
☐ Caused the event to be moved to another venue
☐ Other: _____

Please provide details of any significant example.

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PART G: FEES AND PRICING

21. Have you encountered additional charges when using an independent AV provider at a venue?

☐ Frequently
☐ Sometimes
☐ Rarely
☐ Never

22. What types of charges have you encountered?

☐ Venue access fee
☐ Commission
☐ Revenue share
☐ Accreditation fee
☐ Technical support fee
☐ Electricity/utilities charge
☐ Equipment fee
☐ Loading/unloading fee
☐ Security fee
☐ Other: _____

23. Where venue-related AV charges applied, who ultimately bore the cost?

☐ AV provider
☐ Event management company
☐ Customer/client
☐ Shared between parties
☐ Included in overall event price
☐ Don't know
☐ Other: _____

24. In your experience, did such charges affect the final price paid by the customer?

☐ Significantly
☐ Moderately
☐ Slightly
☐ No material effect
☐ Don't know

PART H: BUNDLING AND CUSTOMER CHOICE

25. Have you encountered venue packages in which conference/meeting facilities and AV services were offered together?

☐ Frequently
☐ Sometimes
☐ Rarely
☐ Never

26. Where such packages were offered:

☐ Customer could purchase venue and AV separately
☐ Customer could choose an alternative AV provider
☐ Alternative AV provider was permitted subject to conditions
☐ Alternative provider was permitted subject to an additional charge
☐ Customer was required to use the bundled AV service
☐ Other: _____

27. In your experience, did such bundling affect the ability to obtain competing AV quotations?

☐ Significantly
☐ Moderately
☐ Slightly
☐ Not at all
☐ Don't know

PART I: SWITCHING, ENTRY AND MARKET EFFECTS

28. Based on your experience between 2021 and 2025, what changes would most improve competition and customer choice in the provision of AV services at hospitality and conferencing facilities?

Please consider, among other things:

- access by independent AV providers;
- accreditation requirements;
- venue access fees;
- preferred/exclusive arrangements;
- bundled venue and AV services;
- customer ability to obtain competing quotations;
- transparency of charges;
- ability to switch AV providers; and
- other contractual or commercial practices.

Response:

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SCHEDULE A: VENUE AND AV PROCUREMENT REGISTER

Please provide information for significant events managed between 2021 and 2025.

Event/date	Venue	Client	AV provider	How selected	Competing quotations obtained?	AV value (K)	Additional venue charges (K)

SCHEDULE B: VENUE RESTRICTIONS

Please provide details of venues where restrictions on external AV providers were encountered.

Venue	Restriction	Period	Stated reason	Fee/charge	Alternative providers allowed?	Effect

SCHEDULE C: SIGNIFICANT COMPETITION INCIDENTS

Please provide details of specific incidents where venue arrangements affected the selection or procurement of AV services.

Date	Venue	Event	What happened?	Parties involved	Estimated financial effect	Supporting document

SCHEDULE D: DOCUMENTS TO BE PROVIDED

Please attach, where applicable:

☐ Venue contracts
☐ Event management contracts
☐ AV procurement contracts
☐ AV quotations
☐ AV invoices
☐ Venue quotations/packages
☐ Venue AV policies
☐ Approved-provider lists
☐ Accreditation requirements
☐ Correspondence concerning AV provider selection
☐ Documents concerning venue access charges
☐ Documents concerning bundled venue/AV services
☐ Other relevant documents

DECLARATION

I certify that the information provided in this questionnaire and accompanying schedules is, to the best of my knowledge and belief, complete and accurate.

Name: _____

Position: _____

Organisation: _____

Signature: _____

Date: _____