

CASA Committee

Committee for the Coordination of Student
and Group Activities

B. Guidelines for Organizing Events

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1. INTRODUCTION ABOUT VALUES

Before providing the indications included hereinafter, a basic guiding principle should be kept in mind:

When defining an event – i.e., when choosing aspects such as when it will take place, guest speakers and topic – **Bocconi University's reputation and image must always predominate** in the overall configuration of the initiative. This means that all possible opportunities to exploit the name and image of the University commercially or through the media must be prevented.

This principle shall predominate without exception over any regulation or rule defined hereinafter and must guide the actions of anyone – Associations, Groups or individual students – promoting events on or off campus.

2. ATTENDEES AT INITIATIVES OPEN TO THE PUBLIC

Proposed events must be **dedicated to the entire Bocconi community** and must be **open to the participation of all students**. Events or initiatives dedicated to specific groups within the University are not admissible (e.g. students from one class group, students from one program, students from one School, etc.), unless agreed upon and defined with the organizational units and supervisors of reference (School Deans, Program Directors, Course Directors, etc.). The CASA Committee will redirect any such proposals to the qualified organizational units.

3. LOCATIONS AVAILABLE FOR INITIATIVES

Activities considered on the Bocconi campus are all initiatives that are carried out on the areas pertaining to the University, therefore including: Ristorante Bocconi, B.Bar, Openside, gym, 5-a-side soccer field and any other spaces built in the new area of the campus. Events may not be organized inside the Bocconi Residence Halls.

4. VALID INITIATIVES

All initiatives promoted by Student Associations, individual students/ groups of students not organized into associations or representation groups must be submitted to the CASA Committee (with the exception of representation groups as described in article 5 below).

Initiatives proposed by the Student Media Center (SMC) that are NOT part of the area of normal activities performed by the SMC must also be submitted to the CASA Committee.

The only exception regards events organized as part of the “Arts and Humanities” activities.

Events that meet the following requirements may be positively assessed by the CASA Committee:

1. **Do not overlap with institutional initiatives.** The following activities overlap with University activities:
 - a. All training and teaching activities (e.g. classes, exercises, lectures on soft skills, etc.) and/or activities for relations with companies/institutions (foundations, public organizations, non-profits, international organizations, etc.) aimed at managing initiatives and processes for recruiting, employer branding, career guidance, internships, placement, etc.
 - b. Activities related to academic-administrative aspects (e.g. aspects related to the Bocconi admissions process, methods and criteria for allocating financial aid, international programs and internships and any other functions attributed to the University’s organizational units). Events of this nature may be carried out in close collaboration and coordination with qualified offices, if deemed necessary and appropriate.
 - c. Commemoration events of various natures (national and international) carried out on campus. Any celebration is of exclusive jurisdiction of the University.
 - d. Agreements stipulated with companies/institutions or their intermediaries aimed at governing an ongoing collaboration that provides for more than one activity.
2. **Are chaired by a member of the Core Faculty**, if the event involves external guest speakers, as described in document C.
3. **Involve external guest speakers other than** those listed in point 7.1 below, unless advance authorization has been requested.
4. Guarantee a **plurality of points of view and opinions**
5. In general comply with the guidelines described in this document

5. TOPICS OF PROPOSED INITIATIVES

Bocconi students and their groups and associations may not organize events or meetings that overlap or interfere with institutional activities at the University, as described in point 4.1 above.

Student representatives are free to organize meetings focused on debate and discussion of University activities, both academic and administrative, complying with the rules for these kinds of meetings.

6. MEMBERS OF THE CORE FACULTY

All events promoted by students, Groups or Student Associations involving guest speakers from outside the University must include participation of a member of the Core Faculty (the updated list can be found on the official Bocconi website [HERE](#)).

Direct involvement of a member from the [Core Faculty](#) is essential and should be based on the **specific expertise** of the faculty member regarding the topic discussed and the **congruity between the faculty member's experience and the standing/role of the external guest speakers** invited.

Members of [Core Faculty](#) involved must explicitly and knowledgeably express an assessment of the content and configuration of the event submitted to them.

When submitting an application to the CASA Committee, the Bocconi faculty member on the event program needs to have **expressly confirmed** by email **his/her availability** to participate in the event, **on the dates and according to the methods indicated by the organizers**. It is therefore necessary – in order for the CASA Committee to proceed in processing the application – to include the email or message from the faculty member confirming participation and the reasons, along with the invitation email from the association if possible. Failure to submit this document will result in the Committee to automatically reject the initiative.

7. EXTERNAL GUEST SPEAKERS

The CASA Committee supports the organization of events that allow analysis of a topic from a variety of different points of view. The objective is that there is real opposition among the individuals participating in the event. Where possible, it is always desirable to provide for a moment for debate and discussion amongst participants in the event.

When external guest speakers are invited to events organized by representation groups/associations/individual students, the following guidelines must be complied with:

- a. **Expertise:** biographies/CVs for speakers that are included on panels must demonstrate a specific expertise and experience regarding the topic.
- b. **Pluralist view:** inviting external speakers must have the objective of guaranteeing that the topic is discussed and debated from more than one point of view and/or position. Therefore, the panel must include several guests with different mindsets.
- c. **Wide-ranging focus** that is not only based on an individual guest or individual company: the panel must be organized so that it is not a promotion of a company or individual. Therefore, a plurality of guests must attend.
- d. **Suitability:** in the event of guests involved in situations with particular media importance or guests involved in criminal offences, the suitability of the invitation should be assessed and potentially checked in advance with the appropriate offices.

For all external guest speakers invited, an **updated and complete biography** must be submitted, which describes the guest's professional history and personal profile in a public dimension. The biography must be written in a way that provides the CASA Committee with full knowledge (under all relevant profiles, e.g. professional, personal, judiciary, political, etc.) of the profile of the invited individual.

Applications for an event can be submitted to the CASA Committee even if the speaker(s) have not yet confirmed their participation. However, this situation must be indicated in the request entered in Concept Event.

Participation must be communicated in a timely manner to the guest speaker as soon as it has been confirmed.

If – due to unexpected events or causes of force majeure – **one or more guest speakers must be replaced**, changes or absences must be reported to the Organizational Office of the CASA Committee. Any new names must be accompanied by a biography as described above. Replacements made to the panel of speakers will be subject to assessment by the CASA Committee or its Chairman.

7.1. External Speakers to Be Invited Only After Special Authorization.

Some specific institutional figures and/or people connected with institutional organizations at the University **may NOT be invited** to participate in events that are not directly promoted by the University. Any exceptions may be allowed only after making the proper verifications with the University's top management, by contacting the Organizational Office of the Committee.

A failure to complete these verifications or contacting the interested party before formal approval from the University may result in disciplinary sanctions for the President of the association or representation group or the person promoting the inappropriate contact.

In particular, **direct invitations may not be sent to the following individuals:**

- Heads of state and government; members of government/executive branch (ministers and/or undersecretaries); General Directors/Secretary Generals of the Presidency of the Republic, Presidency of the Council and Ministries.
- Members of Parliament (President of the Chamber of Deputies, President of the Senate, elected Members of Parliament, etc.) and Secretary Generals.
- Members of the organs of government with judicial power, in particular for Italy: President and Members of the Constitutional Court; President and Council of the Court of Cassation; Members of the Consiglio Superiore della Magistratura; President and Council of the Presidency of the Council of State.
- President/Governor and Board Members of Central Banks.

- Presidents of authorities, supervisory boards, stock exchanges.
- Presidents/Secretaries General/members of executive organisms of any name, of political parties and union associations.
- Presidents/Secretaries General/members of executive organisms of any name, of leading employer associations and of churches and religions.
- Diplomatic corps (Ambassadors and General Councils which are Italian or from other countries).
- Representatives of the European Commission: President, Commissioners, Directors General.
- Representatives of the European Parliament: President and elected Members of Parliament.
- Representatives of the European Council: President.
- Representatives of international organizations: IMF, UN, WTO, FAO, UNHCR, WHO, NATO, etc.: Chairman/Managing Director and Board Members.
- Members of the [University Board](#) or its related units (list available [HERE](#)).
- Members of the University's Advisory Board or its related units (list available [HERE](#)).
- Company executives (President, Managing Director and/or General Director) representing [Strategic Partners](#), [Partners for Development](#), [Supporting Partners](#) and [Corporate Associates](#).

In the event an association or group would like to contact an external guest speaker that is part of one of the abovementioned categories, an **advance internal verification** must be requested (by sending an email to comitatocasa@unibocconi.it). Only after receiving **authorization** from the University can the association or group get in touch with the external guest speaker, by exclusively using the **institutional invitation template** used to invite individuals with an institutional or political role or with executive roles in companies or institutions that are partners with the University (attachment 1).

It shall be understood that any regulations/polities approved by the University at the general level may be integrated into these Regulations.

7.2. Political Representatives

If the event's topic has political importance, the attendance of speakers able to propose different perspectives and positions must be provided for. Politicians may be involved only if the panel of guest speakers ensures **debate among peers** or political parties, with the exception of individuals who have held institutional positions of particular importance (e.g. President of the Republic, Prime Minister, President of the Chamber of Deputies or Senate).

During periods of **electoral campaigns** (European, administrative, regional, political campaigns) – and specifically in the three months that precede an electoral termination – the following people **may not be invited** to events as speakers:

- political representatives (to be defined by the Committee, depending on the specific election);

- individuals registered on any electoral list.

The promoters of an event must undersign a **declaration** (a form is available online) which certifies that the speaker(s) proposed are not candidate(s) on any electoral list.

If the events already approved by the Committee occur during a period of electoral campaign, these events may be automatically suspended by the Chairman, who must provide an appropriate motivation to the members of the Committee.

8. INITIATIVES WITH COMPANIES/INSTITUTIONS

When defining an initiative, the association (or group) making the proposal must always maintain contacts with the company, organization or institution involved in order to protect the University's reputation and image and safeguard relations between the parties.

Association representatives must therefore be careful and timely in communications with invitees and notify them in a timely manner regarding confirmations and any changes to the program.

8.1. Company Visits

Company visits may be organized only after **verifying their feasibility** with the Market & Partners office, by writing an email to anna.airoldi@unibocconi.it with details regarding speakers, content and logistical-organizational aspects of the initiative. The **authorization request form**, available online (attachment 2) must be attached to the email.

After receiving initial approval, the proposal for the off-campus initiative may be submitted to the CASA Committee for their approval, according to the methods and timelines set out in article 1 of document C "Technical Manual for Organizing Events." Each association may organize a maximum of **two (2) company visits per semester** and in any case, not at companies/institutions that are part of the "[Corporate Associates](#)" program or are partners of the University ([Supporting Partners](#), [Strategic Partners](#) or [Partners for Development](#)).

Under no circumstances may company visits be organized with companies/institutions listed in point 7.1 of this document.

8.2. Other Types of Activities

Other types of activities with companies/institutions are subject to the same rules and approval process. For questions regarding the types of activities to submit to the approval process, please contact the Organizational Office of the CASA Committee directly (comitatocasa@unibocconi.it).

9. FUNDRAISING AND TICKET SALES

Tickets (to shows, venues, etc.) **may not be sold** on campus for outside initiatives/organizations, and funds may not be collected for personal or third party activities, including those for charity purposes, excepting in cases of institutional activities.

Any funding requests that may represent indirect transfers to outside organizations (e.g. exhibit rental, purchasing publications or flyers) will not be approved.

10. EVENTS IN COLLABORATION

If an on-campus event is promoted by an individual or a Bocconi association and uses the collaboration of **associations or groups from outside the University**:

- Promotional materials may not use their names or logos, except for indicating the position of individual guest speakers;
- The outside association may not promote the event as their own, not even in their own promotional materials (whether digital or hardcopy).

If an event approved by the CASA Committee – on the Bocconi campus – is connected to a larger program of external events (which are held at a city, province, national level, etc.):

- Internal promotional material may include the phrase “As part of...”;
- The Bocconi event cannot and must not be written on the poster of the program for the organizing organization’s activity at an external local/national level.

11. SPONSORS

All sponsors must be announced when requesting funding from the University.

Before contacting companies/institutions as potential sponsors, promoters of the event (associations/student groups/individual students) are required to **verify feasibility** with the Market & Partners office (anna.airoldi@unibocconi.it), for better coordination with University fundraising activities.

Promotional material for any event approved by the CASA Committee may not include references to sponsors, excepting when it has been agreed upon with the University. In this case, the sponsor’s logo may not be included on promotional material, but the phrase, “in collaboration with...” may be used.

12. EVENTS WITH THE BAC (BOCCONI ALUMNI COMMUNITY)

Involvement of the Bocconi Alumni Community (BAC) in development and management (finding and making available speakers, promotion, etc.) is welcome for events proposed on campus. In that case, contribution given to the event can be recognized by placing the phrase “in collaboration with the BAC” at the bottom of the poster/flyer. Involvement of the BAC must be communicated when requesting approval for the event.

13. PRESENTATIONS OF BOOKS, PUBLISHED PRODUCTS AND PRODUCTS IN GENERAL

Events may not be organized which are set up as presentations of books, published products, and sales of such may not be organized on campus.

Any sales activities may be managed or organized by the Egea publishing house.

If an author of a book, published product or the creator of a specific product is invited, the event must:

1. have a **title different** from the title of the book, published product or name of the product;
2. focus on a **topic that is of general interest**, and not on the product itself (book, published product, product, etc.).

14. FUNDING

The Committee makes use of the **endowment fund** for student activities, which is defined each year. No additional funding for initiatives or activities, other than what is requested from the CASA Committee, may be requested from other offices/services at Bocconi University. Allocation criteria used by the Committee when assessing requests for funding aim to favor the quality of initiatives, general interest of topics proposed and the solidity of the implementation plan.

The **process for accessing** funding is described in document C “Technical Manual for Organizing Events).”

ATTACHMENT 1: INSTITUTIONAL INVITATION TEMPLATE

To: FULL NAME
ADDRESS

RE: INVITATION TO PARTICIPATE AS A GUEST SPEAKER AT THE EVENT “ _____ ”

Dear _____,

I am writing to you as a representative of the student association “ _____ Bocconi Student association ” at Bocconi University.

The University promotes student activities and encourages students to contribute to the cultural and intellectual life of the campus, including through the organization of activities, debates and conferences.

The association would be delighted to host you as a guest speaker at an event that is currently in its planning stage, entitled “ _____ ”. The initiative will be entirely organized by the student association after receiving approval from the University and will focus on _____. The other speakers invited/we would like to invite are: _____ and _____. Professor _____, professor of _____ and a member of the Core Faculty at the University, will moderate the event.

We hope you will consider this a formal invitation to speak at the event. The actual date of the event and its content will be subject to approval by the qualified university bodies. The decision will depend on assessments based on availability of locations, timelines and the overall calendar of events on campus.

As soon as we receive the results of this assessment, we will be able to provide you with a confirmation of the event, along with the day and time it will be held.

We would also like to inform you that, because it is a student event, University bodies or top management, such as the University Bocconi President, Rector or Managing Director, are generally not involved.

If you decide to accept our invitation, our association will therefore have the pleasure of welcoming you to our University.

We truly hope you accept this invitation and we would like to thank you for your time.

Sincerely,

Student Association XXXXXXXXXXXXXXX