

## **CASA Committee**

### **Committee for the Coordination of Student and Group Activities**

#### **C. Technical Manual for Organizing Events**

# 1. REQUESTING APPROVAL FOR AN EVENT: TIMELINE AND METHODS

Activity	Time Required	How to Make a Request	Subsequent Steps
<b>INTERNAL MEETINGS</b> (no promotion required) *	At least <b>2 business days</b> before the meeting	For <b>Bocconi rooms</b> , 1 email sent to these addresses in cc: <ul style="list-style-type: none"> <li>• <a href="mailto:comitatocasa@unibocconi.it">comitatocasa@unibocconi.it</a></li> <li>• <a href="mailto:esami_aule@unibocconi.it">esami_aule@unibocconi.it</a></li> </ul> indicating the association, date, start and end times, number of participants	The Academic Affairs Office will assign the classroom
	<b>By 11:59pm</b> of the preceding day	For <b>Campus Life areas</b> (via Bocconi or Piazza Sraffa 11) use the room reservation system that can be accessed at <a href="http://campuslife.unibocconi.it">http://campuslife.unibocconi.it</a> with the association's credentials. NB: All requests must include a short description of the activity and areas can be reserved a <b>max. 2x per month</b> for no longer than 4 consecutive hours.	Keys for the area should be picked up at the Bocconi building reception desk.
<b>EVENTS</b> open to the public <b>WITHOUT EXTERNAL GUESTS</b>	At least <b>8 business days</b> before the event	Event Bureau – workflow <b>MEETING</b> *	Campus Life sends the request to the CASA Committee delegates. After approval by both delegates, the request will continue its process for assigning rooms
<b>DESKS FOR PROMOTING ASSOCIATION / GROUP ACTIVITIES</b>	At least <b>8 business days</b> before the event	Event Bureau – workflow <b>DESK</b> *	Campus Life sends the request to the CASA Committee delegates. After approval by both delegates, the request will continue its process for assigning rooms
<b>EVENTS</b> open to the public <b>WITH EXTERNAL GUESTS</b>	<b>One week before the CASA Committee meeting</b> ; the event must be held at least 10 days after the CASA Committee meeting	Event Bureau – workflow <b>EVENT</b> *	If approved by the Committee, the request will continue the process for assigning rooms
Requests for funding for an event needing approval	Same timeline as the related event	Event Bureau – same workflow as the related event *	Same procedure as the related event
Requests for funding with no request of approval for the event	One week before the CASA Committee meeting; the event to be funded must be held after the CASA Committee	Online form to be completed, printed, signed and sent (by email, fax or in paper form) to the Campus Life Office	Campus Life will write an email to the applicant after the CASA Committee meeting

\* Please note: Students who are not part of a group / association who would like to propose an activity should be aware of the two following particularities:

- The “internal meeting” activity is not available
- All requests for event approvals and any funding requests related to the event should be submitted on paper forms available online

## 2. EVENT BUREAU

### 2.1. ACCESS

Access to Event Bureau is linked to the Bocconi account created for the student association (email [as.\\_\\_\\_\\_@unibocconi.it](mailto:as.____@unibocconi.it)) and works through the same login information.

Like with all Bocconi accounts, the password must be renewed periodically (every **90 days**). Automatic reminders to do so will be sent by the system starting 5 days before the password expires. Failure to renew the password will result in not only the email account being blocked but also access to Event Bureau being blocked – thus possibly causing association activities to be blocked as well.

Therefore, if the Bocconi account is not used often, we recommend activating the **forwarding** of messages to a more frequently used email account, in order to avoid missing alerts regarding password expirations.

**Please note:** Remember that valid passwords must have at least 8 characters, one of which must be numerical, and it needs to be a password that has never been used in the past.

### 2.2. REFERENCE PERSON / SUPERVISOR OF REQUEST

The following must be indicated for all events inserted into EB:

- “**reference person**” the person who will actually follow and coordinate the organization of the event, including related “phone number and email” (required by the University for important and/or urgent announcements, information and news about the event)
- “**supervisor of request**” the president or vice president of the association

### 2.3. COMPLETING A REQUEST IN EB

A step-by-step manual is available on how to complete EB forms correctly, quickly and easily. The Manual is available at [THIS](#) link; the Campus Life Office is also available for any information or assistance.

#### **Important!**

EB requires approval from student associations at various steps in the process. All approvals are essential as they determine whether offices involved in the following steps can view and take on the request. This is why the request should be monitored regularly.

In particular, please remember:

- **Step after CASA Committee:** required in order for the request to be sent to various qualified offices. Without this approval, the request will be blocked by the

requesting association and offices will not be able to view the event. Therefore the feasibility of the requests entered will not be assessed (including room assignment).

➤ **Closing workflow step:** in order for the workflow to be closed, a confirmation must be sent that the rooms and services requested have been assigned.

## 3. ROOMS, SET UP AND EQUIPMENT

### 3.1. AVAILABLE AREAS: DESKS

Please remember that desks promoting an association or its activities can only be organized at one of the following locations:

- the area on floor -1 at Via Sarfatti 25 (between the ATM machine and elevator)
- ground floor of the Velodromo building

### 3.2. AVAILABLE AREAS: EVENTS

Student activities can be held in the Bocconi areas located in Via Roentgen n. 1, Piazza Sraffa n. 11 and 13, Via Sarfatti n. 25 and the Velodromo.

Activities planned by associations or political groups cannot be organized for any reason in the common areas of the Bocconi Residence Halls.

The Via Gobbi Aula Magna is allocated for particularly important events. Given the high rate of use in the room, it is therefore necessary to check in advance the room's availability on the day and time desired with the events office (contact [barbara.lupis@unibocconi.it](mailto:barbara.lupis@unibocconi.it)).

If available, a request should be made to the events office to make a reservation, communicating that the room has been reserved on the request submitted to the CASA Committee through EB.

#### **Important!**

Events held in the Aula Magna **must** consider the employment of **professional staff** for supervising the room (managing lights, slides, etc.). This is not an internal Bocconi service and it is therefore necessary to **bear the costs**, which are, for the 2017-2018 a.y.: **half day €160 + VAT; full day €250 + VAT.**

Funding for these amounts can be requested (see point 5.)

### 3.3. AVAILABLE AREAS: ALLOCATION

Please remember that allocated spaces are not always those requested; the actual allocation depends on availability on the days and times requested and is only finalized through an EB notification.

**Openside** can be allocated only for activities of a cultural/artistic nature. Areas in the Bocconi Residence Halls may not be allocated to student activities.

### 3.4. AFTER-HOURS EVENTS

Bocconi buildings are open at the following times:

- **Velodromo**: Mondays through Fridays until 7:00pm; Saturdays from 8:00am to 1:00pm
- **Sarfatti 25**: Mondays through Fridays until 8:00pm; Saturdays from 8:00am to 6:00pm

In the event that activities need to continue after the hours listed above, it should be taken into consideration that they may be extended (Velodromo rooms cost per hour: €15 + VAT).

### 3.5. SET UP AND EQUIPMENT

Requests for setting up the room should be made in EB, in the set up section.

The set up section must be completed **after** the room assignment and at least one week before the event, in order to allow the Organizational Office to verify the requests and prepare the required services. If preparations include services not available at Bocconi and which therefore must be rented by outside suppliers (e.g. video recording, translation service, etc.), the interested groups/associations are encouraged to contact the organizational office ([allestimenti@unibocconi.it](mailto:allestimenti@unibocconi.it)) well in advance to request related estimates and verify the feasibility of services.

Please remember that all Bocconi classrooms are usually equipped with one PC, video beam and microphone. Other Bocconi equipment can also be requested, and will be provided when possible:

- additional microphones
- name plates for speakers (please note that blank name plates will be provided and each association has the task of bringing a printout with the name of each speaker to place on the name plates)
- assistance from one of the classroom operators in the 10-15 minutes prior to the event, to make sure all equipment is in working order
- for events with more than 3 speakers, we suggest the option of requesting an extra table to place next to the front desk in the classroom, where possible

### 3.6. NUMBER OF PARTICIPANTS

The association is responsible for safely carrying out the event. This is why, if the features of the speakers or the event suggest a large audience turnout, above the capacity of the classroom, the association is encouraged to organize a registration system for participants, to manage queues and priority admission to the room. This

will prevent activities in progress in the building and nearby rooms from being negatively impacted.

For this reason, the **Bocconi form** (please refer to the Events Office for information) or the free system **Eventbrite**, available online, should also be used.

## 4. CHANGES TO AN EVENT

It is very important that any and all changes an event (speakers, day and/or time, etc.), including any cancellations of events entered into EB and already approved, are reported by email in a timely manner to [comitatocasa@unibocconi.it](mailto:comitatocasa@unibocconi.it) and [barbara.lupis@unibocconi.it](mailto:barbara.lupis@unibocconi.it) in order to allow offices to make any resulting organizational changes.

**Please remember that failure to report the cancelation of an event and therefore a wasted Bocconi classroom allocation may result in consequences for the proposing association. This will be evaluated by the CASA Committee on a case-by-case basis and may also include suspension of the right to submit requests for authorization of events for several sessions of the CASA Committee.**

## 5. FUNDING AN EVENT

### 5.1. SUBMITTING A REQUEST

Requests for funding should be submitted according to the timelines and methods defined by the CASA Committee (see point 1).

If declined, the request can be resubmitted a maximum of two times. If accepted, **the event must take place within two months after the approval of the request.**

Please remember that initiatives that have already taken place will not be funded.

### 5.2. EXPENSES THAT MAY BE FUNDED

**Expenses that may be funded include the following:**

- expenses to provide publicity to an initiative, with a maximum amount of **€150** and with the exception of promotional events for the association itself
- expenses for direction of the **Via Gobbi Aula Magna room (half day: €160 + VAT; full day: €250 + VAT)**
- requests for travel reimbursement (transportation only) for guests without significant economic resources who are coming from cities further than 80km from Milan, for work or residence. Reimbursements are not provided for authors during promotional campaigns for their books, members of parliament or members of governmental bodies or company representatives with prominent

organizational roles.

**The following will not be funded:**

- expenses for speaker fees
- expenses for catering and refreshments of any kind
- expenses that represent an indirect transfer to external organizations (e.g. exhibit rental, purchase of brochures and flyers)
- overnight stays and transfer expenses other than plane/train tickets (taxis, lunches and dinners, etc.).

### **5.3. VISIBILITY OF FUNDING**

All communication materials, included digital materials, created for promoting an event for which funding has been obtained must include the phrase “Initiative funded with contributions from Bocconi University.” Failure to do so will result in forfeiture of the approved funding.

### **5.4. REIMBURSEMENT OF APPROVED FUNDING**

To obtain reimbursement of expenses approved by the CASA Committee, each of the following documents must be **delivered** to the Campus Life Office (open from 9am to 1pm through the One-Stop Service Center):

- invoice** issued to Bocconi University with the phrase “**paid**”
- signed** report of the completed activity
- a copy of all promotional material **produced**, which must include the **phrase “Initiative funded with contributions from Bocconi University”**
- A **screenshot of any advertising campaigns** on social networks

Documentation must be submitted at the latest **by the end of the month after that in which the event was held**. If submitted after this deadline, reimbursement of the approved amount will not be processed.

Please note that for fiscal reasons, any reimbursement requests for events carried out in the months of November and December must be submitted by the first working Friday in the **month of December**.

#### **Important!**

Due to restrictions established by Italian law, invoices/receipts submitted for the purposes of reimbursement must show **exactly the same amount that was requested for funding**.

Therefore, if the associations bears further expenses, two separate invoices should be requested: one for the amount funded and the other for any residual amounts.

**Documents showing a discrepancy will not be accepted and the reimbursement will not be completed.**

## 6. PROMOTING AN EVENT

After receiving approval for an event and being assigned a classroom, students and their groups / associations have various communication tools available to promote their activities, as described below.

- Postmaster messages
- Bocconi website, Events section
- Campus Life newsletter
- Campus Life calendar
- Posters, flyers and other promotional materials
- Social media and web

Please remember that associations with access to advanced communication tools may also post events directly on the **yoU@B – Student Diary** for all Bocconi students.

### 6.1. POSTMASTER MESSAGES

This service sends an email for the purposes of:

- a. promoting events held on campus
- b. promoting events that – due to intrinsic needs of the activity – need to take place off campus (therefore not for events taking place at other locations, but activities that have particular logistical requirements)
- c. recruitment campaigns or activities, with a limit of once per year for each association

Requests must be made to the CASA Committee Organizational Office ([comitatocasa@unibocconi.it](mailto:comitatocasa@unibocconi.it)) **at least 3 business days** before the message should reach recipients. The request must include the following elements:

- **subject** of the message
- **text**, which must be written in both English and Italian or whose opening needs to specify why a single language is chosen for the message
- **recipients** (students and/or faculty and/or staff)
- indication of the desired **date** for dispatch.

The sender of the message will be:

- for groups / associations: their Bocconi email ([as.\\_\\_\\_\\_@unibocconi.it](mailto:as.____@unibocconi.it)). If this email has not been activated, the postmaster message will be sent by the address [iniziativa.postmaster@unibocconi.it](mailto:iniziativa.postmaster@unibocconi.it)
- for individual students: Campus Life email



Postmaster messages should **always be signed by the organizer of the event**. If email addresses for responses are included, they may **not** be different from the Bocconi account provided to the group / association.

The text of the message may undergo changes, if the Campus Life Office deems it necessary for the clarity of the message / to uphold the principles contained in this document.

## **6.2. BOCCONI WEBSITE, EVENTS SECTION – STUDENT INITIATIVES**

Inclusion of an event in the section dedicated to student initiatives on the Bocconi website (linked to the homepage) can be requested.

To do so, the appropriate section must be checked in the EB form when requesting approval from the CASA Committee and, following approval, an email must be sent to [barbara.lupis@unibocconi.it](mailto:barbara.lupis@unibocconi.it), specifying:

- d. group / association organizing the event
- e. date, time and classroom
- f. title of the event
- g. program of the event

The event's poster may also be attached.

## **6.3. MONTHLY CAMPUS LIFE NEWSLETTER**

The Campus Life newsletter is sent to all Bocconi accounts each month with a preview of activities in the following month. Student events can be requested to be included in the “Student Activities” section of the newsletter, by checking the appropriate section on the EB form when requesting approval from the CASA Committee.

The newsletter is prepared starting on the 20<sup>th</sup> of each month. Requests will therefore be considered if approved by that date.

## **6.4. CAMPUS LIFE CALENDAR**

The page <http://info.unibocconi.it/campuslife/eventi.php> includes a calendar of extracurricular activities available at Bocconi. It is divided into 4 areas:

- Student activities
- Social engagement
- Sports and wellness
- Culture, personal development and free time

Student events can be included both in the general calendar and in the calendar dedicated to student activities.

To include your event in the calendar, an email should be sent to [campuslife@unibocconi.it](mailto:campuslife@unibocconi.it), indicating its general information (title of the event, date and time, organizing association) and a link for more information.

## 6.5. POSTERS, FLYERS AND OTHER PROMOTIONAL MATERIALS

Materials promoting events must be uploaded to Event Bureau **BEFORE** printing and related posting / distribution for verification that they conform with the CASA Committee's policies and related approval. Materials that are posted or distributed without approval may be submitted to the CASA Committee to evaluate possible sanctions.

### Special cases:

- **Promotor: individual student**

If the promoter of the event is not an association but rather an individual student, the student's name must be written clearly (at the same level as the time and the place of the event) on the poster as SUPERVISOR OF THE INITIATIVE.

- **Changes to promotional materials produced**

If changes need to be made to already produced promotional materials, the change must be clear, but should not be completed with a pen, but rather with a sticker or a marker.

Posters may be posted ONLY:

- on free use notice boards
- in the coffee bar on the basement floor of Via Sarfatti 25
- on the ground floor of Piazza Sraffa 13

Posters placed outside these spaces may be removed by University staff.

No additional approval is required to distribute flyers or other printed material produced that has already been approved. Distribution may only take place **outside** Bocconi buildings.

## 6.6. SOCIAL MEDIA - WEB

Communication on social media or on the web must adhere to the principles defined above.

For online promotion, printed versions of the campaigns and all material posted must therefore be produced, as well as invoices issued to Bocconi University, just like for printed material.