

CASA Committee

Committee for the Coordination of Student
and Group Activities

C. Technical Manual for Organizing Events

CONTENTS

1. SUBMITTING AN EVENT REQUEST	3
2.1. Summary of Methods and Timelines	6
2. ROOMS, SET UP AND EQUIPMENT	7
2.1. Available Areas.....	7
2.2. Allocation of Rooms	7
2.3. After-Hours Events	7
2.4. Set Up and Equipment.....	8
2.5. Number of Participants	8
3. CHANGES TO AN EVENT	9
4. FUNDING OF AN INITIATIVE	9
4.1. Submitting a Funding Request.....	9
4.2. Expenses That May Be Funded	9
4.3. Visibility of Funding	10
4.4. Methods and Timelines for Reimbursement.....	10
5. PROMOTING AN INITIATIVE	11
5.1. Postmaster Messages	11
5.2. Bocconi Website: Events Section-Student Initiatives	12
5.3. Monthly Campus Life Newsletter	12
5.4. Campus Life Calendar	12
5.5. Posters, Flyers and Other Promotional Materials.....	12
5.6. Social Media - Web	13

1. SUBMITTING AN EVENT REQUEST

All student activities – whether proposed by individual students, student associations or representation groups – are approved by the CASA Committee, which meets periodically to evaluate their content and possible allocation of funds.

For some types of events and activities, simplified approval processes are available, based on the content, the number of participants and general impact on spaces, resources and the image of the University.

Activities are classified as follows:

a. EVENT: an on-campus initiative open to the Bocconi Community and/or the public and/or that involves **external guest speakers** and/or provides for any **form of promotion**.

In order for the CASA Committee to be able to evaluate an event proposal, the student association (or group) making the proposal must complete and submit a new “event idea” through the online dedicated platform ([Concept Event](#)) **by the deadlines set out** for the current academic year and published online [HERE](#). The date proposed for the event must be at least 10 calendar days after the date of the CASA Committee meeting.

Documents required for the evaluation, which must be uploaded online by the association through the [Concept Event](#) platform in the “attachments” section of the Event Idea, are the following:

- i. **Detailed program** of the event, that specifies the topic, the speakers involved, the content and the approximate duration of the talks, as well as any other useful information for defining the content of the event.
- ii. **Biographies/CVs** of external guest speakers on the panel, that provides evidence of the speaker’s specific expertise and/or experience regarding the topic and that, more in general, provides information on his/her professional career.
- iii. **Confirmation** of the internal speaker, i.e. the email that the faculty member – member of the Core Faculty – confirms to the association his/her participation in the event as moderator on the day and time agreed. This email must be as detailed as possible and show that the internal speaker has been informed of the details of the event.
- iv. **Promotional material**, i.e. a copy of the poster and/or any other content aimed at promoting the event. Examples include: posts or publicity campaigns to publish online through social networks, flyers, posters, etc.
- v. **Declaration of non-candidacy form** from the external guest speakers invited, if required (during an electoral campaign, i.e. the 3 months preceding an election)

Failure to submit one or more of the documents listed above will make the event incomplete and therefore result in the Committee to automatically reject the initiative.

At the discretion of the association, this documentation may be accompanied by a related **funding application**, that indicates the exact amount requested and the purpose of the expense. In that case, the funding application must be submitted at the same time as the documents listed above, using the appropriate online platform ([Concept Event](#)).

b. OFF-CAMPUS ACTIVITY: an off-campus initiative open to the Bocconi community, that provides for the involvement or contact with a company and/or institution (examples include: company visits, active participation in trade fairs or conferences, visits to institutions or organizations, networking initiatives, etc.).

Before submitting the request to the CASA Committee, the **feasibility of the initiative must be pre-verified** with the Market & Partners office (anna.airoldi@unibocconi.it), as described in article 8 of document B “Guidelines for Organizing Events.”

In order for the CASA Committee to be able to evaluate a proposal for an off-campus activity, the student association (or group) making the proposal must complete and submit a new “event idea” through the dedicated online platform ([Concept Event](#)) **by the deadlines set out** for the current academic year and published [HERE](#).

The documents required for evaluation, which must be uploaded online by the association through the [Concept Event](#) platform in the “attachments” section of the Event Idea, are as follows:

- vi. **Detailed program** of the initiative, that specifies the topic, the list of representatives and/or speakers involved and any other useful information for defining the content of the event.
- vii. **Promotional material**, i.e. a copy of the poster and/or any other content aimed at promoting the event. Examples include: posts or publicity campaigns to publish online through social networks, flyers, posters, etc.

Failure to submit one or more of the documents listed above will make the event incomplete and therefore result in the Committee to automatically reject the initiative.

c. BOCCONI COMMUNITY GATHERING: an initiative open to the Bocconi community and that provides for any **form of promotion**, but that does not involve external guest speakers and/or attendees from outside the community (examples include: debates, presentations of the association, new member admission sessions, film screenings, simulations, etc.).

In order for the CASA Committee to be able to evaluate a proposal for a Bocconi Community gathering, the student association (or group) making the proposal must complete and submit a new “event idea” through the dedicated online platform ([Concept Event](#)) **at least 8 business days** before the date on which the initiative will take place. The detailed **program** of the event, which indicates the topic, any internal speakers involved and any other useful information for defining the content of the event must be submitted at the same time as the request for approval of the initiative, in the “attachments” section of the Event Idea.

At the discretion of the association, this documentation may be accompanied by a related **funding application**, that indicates the exact amount requested and the purpose of the expense.

In that case, the funding application must be submitted at the same time as the documents listed above, using the appropriate online platform ([Concept Event](#)).

d. DESK: information desk to promote an initiative already approved by the CASA Committee **or to raise awareness** in the Bocconi community on national/international days dedicated to social issues.

In order for the CASA Committee to be able to evaluate a proposal for a Desk, the student association (or

group) making the proposal must complete and submit a new “event idea” through the dedicated online platform ([Concept Event](#)) **at least 8 business days** before the date on which the desk will be set up.

The **program** of the initiative, that indicates what event or social issue will be promoted and a **copy of the poster** and/or any other distributed material, must be submitted at the same time as request for approval of the initiative, in the “attachments” section of the Event Idea.

At the discretion of the association, this documentation may be accompanied by a related **funding application**, that indicates the exact amount requested and the purpose of the expense.

In that case, the funding application must be submitted at the same time as the documents listed above, using the appropriate online platform ([Concept Event](#)).

e. INTERNAL MEETING: meeting aimed mainly at members of an association or representation group, communicated through an existing contact list that **does not require promotion** online or through printed material.

If an individual not enrolled in a Bocconi degree program or a SDA program participates in any capacity, the initiative cannot be considered an internal meeting.

In order for the CASA Committee to be able to evaluate a proposal for an internal meeting, the student association (or group) making the proposal must send an email to the Organizational Office of the CASA Committee and the Academic Affairs office at least **2 business days** before the date of the meeting, indicating **date**, start and end **times**, **number of participants** and a short **description of the activity**.

For activities that require a location other than a classroom, the association (or group) can reserve one of the following spaces:

- Associations Room (Javotte Residence)
- Campus Life Area - Via Bocconi 12 (when not being used for Campus Life activities)
- Campus Life Area - Piazza Sraffa 11 (when not being used for Campus Life activities)

Reservations can be made through platform available at the address campuslife.unibocconi.it at least 24 hours before the date the meeting will be held, for no longer than 4 consecutive hours and no more than 2 times per month for each association.

Any funding requests not related to an event to approve must be submitted by completing the online form and submitting it to the Organizational Office of the CASA Committee (Campus Life Office), one week before the meeting of the CASA Committee (deadlines available [HERE](#)).

Students not organized into an association/group who intend to propose activities should be aware of the following:

- “Internal meetings” are not available to them
- All approval requests for an initiative and any related funding requests must be presented on printed forms (available online [HERE](#)) at least 10 days before the meeting of the CASA Committee.

The following chart summarizes the methods and timelines for submitting an event request, based on the type of activity.

1.1. Summary of Methods and Timelines

Type of Initiative	Request Time	How to Make a Request	Subsequent Steps
EVENTS (open to the public with external guest speakers)	One week before the meeting of the CASA Committee (See calendar HERE)	Concept Event – EVENT workflow	If approved by the Committee, the request will continue the process for assigning rooms through the Concept Event online platform
OFF-CAMPUS ACTIVITIES	One week before the meeting of the CASA Committee (See calendar HERE)	Concept Event –OFF-CAMPUS ACTIVITY workflow	If approved by the CASA Committee, no other steps are required
BOCCONI COMMUNITY GATHERING (open to the public without external guest speakers)	At least 8 business days before the initiative	Concept Event –BOCCONI COMMUNITY GATHERING workflow *	Campus Life sends the request to the CASA Committee delegates. After approval by both delegates, the request will continue its process for assigning rooms through the Concept Event online platform
Promotional DESKS	At least 8 business days before the event	Concept Event – DESK workflow	Campus Life sends the request to the CASA Committee delegates. After approval by both delegates, the request will continue its process for assigning rooms through the Concept Event online platform
INTERNAL MEETINGS (no promotion required) *	At least 2 business days before the meeting	For Bocconi classrooms , 1 email sent to these addresses in cc: <ul style="list-style-type: none"> comitatocasa@unibocconi.it esami_aule@unibocconi.it indicating the association, date, start and end times, number of participants and short description of the activity	The Academic Affairs office will assign a classroom via email.
	At least 24h before the meeting	For the Associations Room (Javotte Residence) and the Campus Life areas (via Bocconi and Piazza Sraffa 11), access the online platform http://campuslife.unibocconi.it with the association’s credentials. Locations can be reserved max. 2 times per month for no longer than 4h consecutively and always require a short description of the activity.	Keys for the area should be picked up at the Bocconi building reception desk.

2. ROOMS, SET UP AND EQUIPMENT

In order to organize activities and initiatives, the University makes rooms and equipment to available associations and group. The association promoting the initiative that has been assigned a room on-campus is **responsible** for the correct use of the room, the furniture and the equipment therein. In the event of damage, negligence or malfunctions that were not previously reported, the CASA Committee reserves the right to apply **possible sanctions** against the association.

2.1. Available Areas

Student activities can be held in the Bocconi areas located in Via Roentgen n. 1, Piazza Sraffa n. 11 and 13 (the Velodromo), Via Sarfatti n. 25. Activities planned by associations or representation 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, the room's availability on the day and time desired must therefore be **checked in advance** with the events office (barbara.lupis@unibocconi.it).

If available, a request should be made to the events office to option a classroom, then communicate this on the event request submitted to the CASA Committee through Concept Event.

Events held in the Gobbi Aula Magna must plan for 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. A funding request can be submitted for these costs (see point 4.2).

For the promotion of initiatives through **desks**, the desk can only be set up in one of the following locations:

- on floor -1 of Via Sarfatti 25 (between the ATM and the elevator)
- entrance to the Velodromo building (under the screens).

2.2. Allocation of Rooms

Room allocation will occur after approval of the initiative, by the organizational units that manage it. Allocated spaces are not always those requested; **the final allocation depends on availability** on the days and times requested and is only finalized through the online platform.

Openside may only be allocated for activities of a cultural/artistic nature.

Areas in the Bocconi Residence Halls may not be allocated to student activities.

2.3. After-Hours Events

Bocconi buildings are open at the following times:

- **Velodromo:** Mondays through Fridays until 8:00pm; Saturdays from 8:00am to 1:00pm;
- **Sarfatti 25:** Mondays through Fridays until 9:00pm; Saturdays from 8:00am to 6:00pm.

In the event that activities need to continue after the hours listed above, extending these times may be considered (Velodromo rooms cost per hour: €15 + VAT).

2.4. Set Up and Equipment

All Bocconi classrooms are 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 inserting the printed names of each speaker 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
- reception/check-in desk at the entrance of the classroom

Requests for setting up the room should be made through the [Event Bureau](#) platform, by completing and sending the “set up form” section.

The set up section can be completed only after confirmation of the room assignment on [Event Bureau](#) and in any case at least three business days before the event, 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 requested from outside suppliers (e.g. video recording, translation service, etc.), the interested groups/associations are encouraged to contact the Organizational Office (allestimenti@unibocconi.it) well in advance to request related estimates and verify the feasibility of services.

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

After the event (and in any case by the 5th of the month after the event), the **actual number of participants** must be indicated by completing the appropriate section of the [Event Bureau](#) platform.

3. CHANGES TO AN EVENT

Any and all **changes to the day and/or time or cancelations** of initiatives already approved must be reported by email in a timely manner to comitatocasa@unibocconi.it and 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.

Any **changes to members of a panel** that was already approved (replacement or withdrawal of a speaker) must be communicated in a timely manner to the Organizational Office of the CASA Committee (comitatocasa@unibocconi.it), in order to allow them to be evaluated by the Committee or its delegates.

If the event undergoes significant changes, the CASA Committee reserves the right to postpone evaluation to the earliest available meeting and submit the event to new approval.

4. FUNDING OF AN INITIATIVE

With the aim of supporting the development of student activities, the university annually sets aside funds to allocate to funding such initiatives. Funding takes on the form of **expense reimbursement**.

4.1. Submitting a Funding Request

Associations (or groups) that would like to take advantage of funding must **submit a request** at the same time as the request for approval of the initiative, **through the [Concept Event](#) platform** in the “attachments” section of the Event Idea.

The initiative the funding is being requested for and the **amount** of the reimbursement requested divided into items (e.g. posters, online promotional campaign, etc.) must be indicated in the request.

If rejected, the funding request can be resubmitted a maximum of two times. Funding requests submitted after the initiative has taken place will not be accepted.

4.2. 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 activities promoting the association itself.
- expenses for the Via Gobbi **Aula Magna room** (half day: €175 + 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.

- **Copyright** expenses, e.g. in case of film screenings or initiatives that require music to be played.

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.).

Funding requests for initiatives **are subject to evaluation and approval** by the CASA Committee. Results will be communicated at the same time as results for approval of the initiative itself.

4.3. 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.

4.4. Methods and Timelines for Reimbursement

To obtain reimbursement of expenses approved by the CASA Committee, the methods and timelines described below must be followed, allowing the University to correctly manage administrative and fiscal procedures.

The following documents must be **delivered in their original forms** to the Organizational Office of the CASA Committee (at the Campus Life office) for reimbursement purposes:

- Copy of the invoice** containing the word “paid” (or accompanied by a related proof of payment) **issued to:**
UNIVERSITA' COMMERCIALE LUIGI BOCCONI
VIA SARFATTI, 25 - 20136 MILANO
FISCAL CODE 80024610158
VAT NO. 03628350153
- Report of activity** completed, signed by the “administrative representative.”
- Original copy of all the **promotional material** produced, which must include the phrase “Initiative funded with contributions from Bocconi University.”
- A **screenshot** of any advertising campaigns on social networks.

Failure to submit one or more documents, documents submitted that have been incompletely or incorrectly issued or submission after the deadlines will result in the rejection of the funding request.

Documentation must be submitted at the latest **by the 20th of the month after the date of the invoice(s)**. If submitted after this deadline, reimbursement of the approved amount will not be processed.

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

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 association 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.

In addition, the **absence or inaccuracy** of any information in the invoice billing address and information will result in the failure to proceed with the reimbursement for the association or group.

5. PROMOTING AN INITIATIVE

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
- yoU@B Diary
- Posters, flyers and other promotional materials
- Social media and web.

5.1. Postmaster Messages

Postmaster messages, i.e. **sending a mass email** to distribution lists within the Bocconi community, may be requested to:

- promote events held on campus
- promote 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)
- activities or campaigns for recruiting new members, with a limit of once per year for each association.

Requests must be made to the CASA Committee Organizational Office (comitatocasa@unibocconi.it) at least **3 business days before the postmaster message is sent**. The following must be indicated in the request:

- a. **Subject** of the message
- b. **Sender** (name of the association(s) proposing it)
- c. **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

- d. **Recipients** (students and/or faculty and/or staff)
- e. Indication of the **desired date for dispatch**.

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.

5.2. Bocconi Website: Events Section-Student Initiatives

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

To do so, an **email must be sent to barbara.lupis@unibocconi.it** specifying: group/association organizing the event, date, time and classroom, title of the event, program of the event. The event's poster may also be attached.

5.3. 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.

The newsletter is prepared starting on the 20th of each month. Requests will therefore be automatically included if approved by that date in the dedicated section "Student Activities."

5.4. 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/free time).

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

5.5. Posters, Flyers and Other Promotional Materials

Materials promoting events (posters, flyers, etc.) must be **uploaded to [Concept Event](#) 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.

If **changes** need to be made to promotional materials – because the organizing association wants to make a change or by request of the CASA Committee – the association (or group) must send an **updated version to comitatocasa@unibocconi.it** in a timely manner to receive approval of the new content.

Any change made to already printed promotional materials must be clear and obvious (as an example: if the location is changed, a sticker should be added to correct the information regarding the classroom where the event will be held).

Promotional materials may be **posted only**:

- on free use notice boards on campus
- in the coffee bar on the basement floor of Via Sarfatti 25
- on the ground floor of the Velodromo.

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.

If the promotor of the event is an individual student, all promotional materials must clearly state with the student's name that he/she is the "supervisor of the initiative."

5.6. Social Media - Web

Communication on social media or on the web must adhere to the same principles defined above for printed materials.

For online promotion, all **content must be submitted for approval** by the CASA Committee before publication and in the event of later changes.

To receive reimbursement of expenses for online promotion, **printed versions of the campaigns** and all material posted must therefore be produced, as well as invoices issued to Bocconi University (as described in article 4.4 above).