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THE STUDENT ASSOCIATION

# The SASSE Project Guide

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# The honour of engagement

To be an active member of the Student Association at the Stockholm School of Economics is an honour and a privilege. Being active provides countless opportunities for personal development. It truly is possible to do anything and everything within SASSE. Make sure to use this possibility to the fullest. Start new projects, test fantastic ideas and promote innovation. The Student Association exists so that all of our members can create fantastic things together through social, educational and professional activities and projects. With all of these opportunities it is important to remember that each individual carries great responsibility. Collectively we are responsible for how the world sees the Stockholm School of Economics and individually we are responsible for our own actions. People often have difficulties with finding a sustainable balance between taking risks and acting responsibly. In our organization we always aim to push the boundaries when it comes to creating new and innovative projects, but never forget to be humble and discuss the viability of a proposition with someone else before making a decision. Acting responsibly is paramount for the survival of our organization.

This guide aims to give you a solid base and general understanding for what active involvement in SASSE entails. It also seeks to provide you with some tips and tricks on how to ensure a project becomes a massive success. SASSE's vision is to provide a platform for social, educational and professional development. With your help we can hopefully succeed and make our organization even better.

**Welcome to the Student Association.**



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# Role of a Project Leader

The Project Leader is responsible for the project and the group. Project Leader have a great responsibility which may seem frightening at times. It is however important to remember that as project leader there is always a Committee President as well as the entire SASSE board to turn to in addition to friends and family in times when support is needed!

First of all though, there are a couple of documents everyone project group member needs to familiarize themselves with. You will find a list below.

## **Documents included in the project guide**

The documents are found through hyper-links. To access them please click on them.

- This guide
- [Template for motions to the SASSE Board](#)
- [Company policy](#)
- [Financial Regulations](#)
- [Party Arranging Guide](#)
- [The last strike – SASSE cleaning document](#)
- Contact information

## **What a project consists of**

You may have been involved in projects earlier in the Students Association, but here is a briefing on the usual project structure:

Typically, the project group consists of a project leader, a marketing manager, company relations-managers, sponsorship managers and event managers. Of course, this differs from project to project and in many cases several roles are combined into one.



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# Kick-starting the project

## **Get going using the knowledge from before**

The first thing you should consider is whether there are people with knowledge about what the project used to be and who might sit on valuable information that can be reused in your project. Many projects have an outline that looks very much the same from year to year, with slight changes in the content, that makes the project unique for every year! In order to make sure that the valuable knowledge and lessons learned from previous years helps you with your project, you should schedule a meeting with your predecessor.

Before you start to actually work with the project you should get your mail account and your drive, where all your work should be stored for your project and to the benefit of your successors.

## **IT and Technology**

As an active project member you will use a sasse.se mail account. SASSE uses Google Mail and Google Drive for continuity reasons. Depending on how well your predecessors have documented their work, there should be a lot of relevant information in both the mail and the drive. Remember to use this account and not your private account when working with documents regarding the SASSE project! This will help your successors tremendously.

With questions regards to your SASSE mail account send an e-mail to [tech@sasse.se](mailto:tech@sasse.se) and for access to upload News, Events, Recruitment etc. on the SASSE website, send an e-mail to [web@sasse.se](mailto:web@sasse.se)

## **Schedule and time-planning**

The first thing you should do is to create a project plan that includes a time plan for the project. Set a number of deadlines for when milestones must be achieved and consider in advance the problems that may arise during the project. Among the most important parts of the time schedule is to set milestones when you should have secured a certain percentage of companies for the project as required under the budget. Do not hesitate to either schedule an appointment with a member of the BC Board, who has experience in a role similar to yours, or to schedule meetings with those who responsible for the project in previous years.

When planning important dates for events, do not forget to check the students' schedules on the days you are considering to make sure as many people as possible are in school during your event. This is done in a search tool for classes under [TimeEdit](#).



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All larger events arranged by SASSE are time exclusive and MUST be booked in the SASSE calendar. This also means that events may not be double booked in the calendar. Ask your Committee President on how to do this if you are unsure.

### **Recruitment**

You probably already know roughly how your project group should be composed and what each position should do. If not, sit down and figure out what kind of competence you are going to need in order to get your project to your goal. Once you know what to look for, start preparing some questions for interviews and the recruitment advertisement.

The recruitment at SASSE is regulated in the document [Recruitment Regulations](#) and it governs everything that has to do with the process. Read through this document before you start the recruitment process.

When you have decided on who gets what position, you should call them first and offer them the position. Do not forget the ones that you interviewed that did NOT get the position! Contact them as well and tell them that they did not get the position. Make sure to give them the opportunity to be given clear feedback on why they did not get a position in order to ensure transparency. Stand by your decision as it is what you feel is best for the project.

### **Group Dynamics**

Try to get your group together as soon as the recruitment process is completed. Have some fun together and really get to know each other. It will help the project forward tremendously if you all work together and enjoy working with each other!

Remember to sit down with the entire group and set some common goals for the project as a whole (How many visitors your fair should get, how many companies you want to sponsor and similar things). Also let each member set some personal goals for the project and their position. Write them down and give each member a copy of the goals. When you work, continuously follow up on the goals and let everyone know how the project is going. In the beginning of a project it is often a good idea to allow everyone to provide updates from the respective areas of responsibility on how things are going. This allows everyone to gain a general overview of the status of the project.

### **Executing projects - the SASSE way**

Once the planning process is completed, it is time to execute the project plan. Below you will find information about a couple of things you need to know about.



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# Economy

## General

As a non-profit association, SASSE does not handle VAT (moms). In other words, VAT is a cost for SASSE which is very important to remember since most suppliers communicate prices excluding VAT.

## Budget

One of the most important tools SASSE uses in controlling how projects work is the budget. In our organization it is of utmost importance to stick to the budget you have been given. The budget is to be looked at as a law more than recommendation.

However, your Committee President has some authority to go above budget on certain occasions. The Committee President may decide upon costs, exceeding budget, of 3000 SEK per account to a maximum of 10 000 SEK net for the project as a whole. She, he or they may also approve of costs that go beyond budget as long as they are directly related to incomes that exceed budget. Any changes beyond this needs to be submitted as a motion with the revised budget attached to a SASSE Board meeting. See "[Submitting motions to the SASSE Board](#)" for more info on this.

You are free to acquire revenues over budget but you are not automatically entitled to incur greater costs to the project because of this.

All economy related issues are governed in the [Financial Regulations](#).

## Compensation for purchases

The members of SASSE should not be at economic risk when on official Student Association business. When making a purchase for the project with your own money, follow these steps to be compensated:

1. When making the purchase, you must ask for the original cashier receipt. A slip (babs-slip or similar) is NOT counted as a valid original receipt. The following must be on the receipt for it to be valid: date, counterpart (i.e. the store, café or similar), product and price. VAT (Moms) should also be stated of the receipt. If the receipt is not valid or if you lose your original receipt, you will NOT receive any compensation from SASSE, which is sad for everyone involved. If you have lost a receipt, you can always return to the store and ask for a new one. The seller is required by Swedish law to provide you with a new one, regardless of how long ago the purchase was made.



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2. Take the receipt to the SASSE Receptionist in the reception in the Student Association corridor in the main SSE building and ask for an expense compensation form.
3. Fill in the required information which includes the sum of the purchase, the nature of the purchase (equipment, food etc.), which project and Committee the purchase is associated with etc.
4. On the same form, fill in your Bank account number with clearing number. If the account is foreign, you must provide us with the accounts IBAN- and SWIFT-code. (this is only necessary the first time you hand in receipts or if you want to change the account where the money should be transferred to)
5. Attach the original receipt to the filled-in form.
6. Hand in to the SASSE Receptionist and be sure to ask if the form has been filled in correctly if you are unsure.

See the example below for how a receipt must look to be valid when submitted.

If you have followed the steps above, you will be compensated via a transfer to your account as soon as possible.

If you need to take a major expenditure for the project with you cannot make an outlay for (more than 300 SEK), you can borrow one of the SASSE SEB Credit Cards to avoid spending large sums of your own money. The President, Vice President, Treasurer, Education-, Business-, Entertainment- and Social Committee Presidents have one each. Before making big purchases, consult your Committee President or the SA Treasurer. For instructions regarding the SEB cards, ask one of the owners or consult the SEB Corporate Limit binder, which can be found at the SASSE Reception.





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**Receipt examples**

The left receipt is a **valid original cashier receipt**. The right receipt is **NOT valid**, as it doesn't specify the products that have been purchased, only the sum of the total purchase.



**Cash handling**

There is non. SASSE does not handle cash.



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## Marketing and external relations

It is important that we present a professional image of the Student Association and its members. Please contact the BC Board for any tips or maybe a personal connection to the person/company you want to call. The BC Board is in contact with numerous companies (see the [Business Committee Company List](#)) and so there are numerous rules with which projects must comply. The companies presented on the BC Company List may never be contacted directly by projects; instead the initial contact should be through the contact person in the Business Committee Board. For example, if you would like to contact SEB, you must contact the Vice President of the Business Committee.

There are some industries/companies that SASSE does not collaborate with, make sure to read the [SASSE Company Policy](#). Remember, that the Business Committee must approve the pricing/packages before they can be offered to companies! This is very important in order to make sure that SASSE projects compete on fair grounds and that companies get equal value for their money.

Another important thing to keep in mind when dealing with external parties is to always be professional, courteous and to make sure to follow up on emails, phone calls and other communications as fast as you can. If you present a bad image towards a company, you damage not only your project's relationship with the company, but also the relationship that the company has with all other projects within SASSE as well as the school. Companies assume that all our projects communicate internally before we call them and they also have a hard time distinguishing one project from another. Every individual has a large responsibility to take care of the SASSE and SSE brand so it is of utmost importance that relationships with companies are dealt with professionally.

### COMPANY CONTACT CHECKLIST

- Book a meeting with a Business Committee Board member to discuss 1) what companies to contact, 2) the pricing to be offered, and 3) the rules that the project in question must follow.
- Be professional - Follow up on phone calls and e-mails
- Be transparent how you distinguish between different "levels" of sponsors
- Remember that SASSE always is the organization that the company cooperates with, not your project.
- Inform companies about the SASSE language policy.



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## **Communication plan**

The [SASSE Communication Guidelines](#) governs everything from printed materials to the billboards in the SASSE Kåridor.

## **Language Policy**

It is important to note that SASSEs official language is English. It is decided that since SASSE exists in an international world, it is important that our students get to practice English as much as possible to prepare you for your future in a global world, the added benefit of having English as our official language is that all the international students at the school are given greater possibility to partake in our events. All external communication as well as the internal SASSE communication must therefore be in English.

If your event is for Swedish-speaking students only, or you contact Swedish companies, then you of course don't have to do it in English. The policy itself and its exceptions is governed in the [SASSE Language Policy](#).



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## Logistics

Logistics is a big part of any project and includes anything from receiving and storing products to the booking of rooms.

If you need access to a storage room, talk to the Vice President.

### **Booking the SASSE Premises'**

If you want to book the SASSE premises, the Pub or Rotunda, consult your Committee President. If you are having a party, please read "Parties". Before the event kicks off, [The Last Strike - SASSE Cleaning Document](#) is to be read and signed by the person responsible. It tells you where to find all the cleaning equipment and how to execute a phenomenal cleaning session!

Access blips can be borrowed at the SASSE Reception. Contact the Vice President or the Receptionist for more information.

### **Access to the Committee Rooms/Premises**

To get access, you need to notify your Committee President of which rooms you would like access to. After that, you may come to the SASSE Reception and talk to either the Vice President or the SASSE Receptionist. You will get access on your white school access card.

### **SSE Room Bookings**

The lecture halls at SSE can be booked by SASSE projects by following these steps:

1. Send an email to SSE Premises Administrator Peter Fridlund at [peter.fridlund@hhs.se](mailto:peter.fridlund@hhs.se) with a booking request detailing the room, time, what you need the room for and who the responsible person is.
2. Peter will give you a preliminary confirmation of the booking and ask for a confirmation document signed by one of the SASSE board members, who is ultimately responsible for the booking.
3. Contact your Committee President to complete the booking.

When you have used a room that belongs to the school make sure to return the furniture to its original state and clean the room. Make sure to throw any trash away and wipe any spilled drinks or similar immediately so it doesn't leave stains.

In order to get rooms unlocked, contact one of the school's premises administrators, Peter or Jimmy. As previously stated, Peter and Jimmy are always very helpful, so be sure to maintain a good and friendly relationship with them. It is strongly recommended to give them a little token of thanks for their help in the form of a small present or alternatively "spons".

### **Booking the Atrium and other premises**



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The school is very restrictive when it comes to the Atrium. If you want to book it, talk to your Committee President on how to proceed. There is a separate document which involves good things to know about using the Atrium. Please read the [Lessons learned from fairs](#) document to learn more.

For bookings of the Prince's Gallery, the Great Hall, Terrace Room and the Ohlin Room, contact your President directly as these bookings are not made by Peter Fridlund.

### **Food and Drinks**

If you need catering for your project, SASSE generally uses Cicada Catering. They offer a variety of menus at different price ranges. Contact your Committee President for more details about catering.

Please feel free to contact restaurants in the area to get good deals for lunch boxes for events, such as Panini, Babel etc. If you manage to get a special deal or discount, great job!

### **Deliveries, Invoices and Letters**

Always make sure that your Committee President approves the cost (what you spent money on) before you accept an invoice, so the invoice can be validated.

We prefer to have invoices sent via e-mail in PDF format to [invoice@sasse.se](mailto:invoice@sasse.se). If invoices need to be sent by regular mail, we use a scanning company that processes the invoices for us. As such, the following address is to be used

<p><b>SASSE</b> <b>ATT: Your name, Project, Committee</b> <b>c/o Erip AB_LP129</b> <b>Box 117</b> <b>721 05 Västerås</b></p>
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Customer invoices (e.g. the payment from companies involved in the project) are managed directly by the SASSE Treasury. When charging a company, we need to know the invoice address. You must thus ask the company about their: invoice address, contact person and any other information regarding the invoice (many companies use project and order numbers). Once you have received this information, you must submit it to the SASSE Treasurer or the one responsible for invoicing in your Committee. Contact the Treasurer or your Committee President if you are unsure about how you should proceed.

Deliveries of the sponsored goods and other larger items are made to the SASSE Reception. You will receive an e-mail once the package arrives.



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**The Student Association at the Stockholm School of  
Economics**

**To: Your name, Project, Committee**

**Kungstensgatan 32**

**113 57 Stockholm**



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# Parties

In order to plan and execute a party at SASSE everyone is obliged to have a dialogue with the EC concerning the alcohol permit, the premises and whom may visit the party. This is all governed in the [SASSE Party Arranging Guide](#).

The standard procedure for conducting a party is as follows:

1. Make a booking of the premises via your Committee President– first come first serve
2. Contact the Internal Party Coordinator ([sexmästare@sasse.se](mailto:sexmästare@sasse.se)) ASAP. Be thorough with information, including the name of the permit holder of the party
3. Marketing of events
  - **Guards** - One month ahead ([sexmästare@sasse.se](mailto:sexmästare@sasse.se))
  - **Extended alcohol permit** - Three weeks ahead ([klubbis@sasse.se](mailto:klubbis@sasse.se))
  - **Alcohol** - 10 days ahead ([spritis@sasse.se](mailto:spritis@sasse.se))

SASSE also has an [Alcohol Policy](#) that declares the Student Association's position with regards to alcohol consumption.



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## Other info

### **Submitting motions to the SASSE Board**

To make larger budget changes to the project or to make other major changes to the project once approved, you have to submit a motion to the SASSE Board. First, talk to you Committee President about the changes you want to do and see if a revision really is necessary or if you can follow through with the changes anyway.

If you decide that a motion to the board is the best way to proceed, see the [Motion Template](#) and send your motion to the Vice President ([vicepresident@sasse.se](mailto:vicepresident@sasse.se)). The board meetings are held weekly. Once it's time for your motion to be decided upon, be ready to drop by and present your motion to the board.

## Final Words

SASSE is a place for educational, professional and social development. Through an environment of joy and innovation we can create endless opportunities that can allow us to fulfill these visions.

The SASSE Board greatly appreciates your work and the energy you spend on making this organization even better. Remember to combine the responsibility you carry with fun! That is what makes this organization so fantastic. The fact that all three visions are so closely intertwined, and the people making everything work have the drive and passion to selflessly help others, makes us unique.

Your Committee President and Committee Board are here to help. If you ever need a helping hand never be afraid to ask for advice. Even though we are a massive organization, with 1800 members and 800 available positions, we truly are one group and everyone is here to help. Good luck and never forget to support others when they seem to be in need, lending a helping hand always makes a huge difference.





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## Contact information

### Receptionist

[reception@sasse.se](mailto:reception@sasse.se)

+46 (0)70 421 77 10

### President

[president@sasse.se](mailto:president@sasse.se)

+46 (0)70 421 77 01

### Vice President

[vicepresident@sasse.se](mailto:vicepresident@sasse.se)

+46 (0)70 421 77 02

### Treasurer

[treasurer@sasse.se](mailto:treasurer@sasse.se)

+46 (0)70 421 77 03

### Business Committee

[bcpres@sasse.se](mailto:bcpres@sasse.se)

### Education Committee

[edupres@sasse.se](mailto:edupres@sasse.se)

### Entertainment Committee

[klubbis@sasse.se](mailto:klubbis@sasse.se)

### International Committee

[icpres@sasse.se](mailto:icpres@sasse.se)

### IT Committee

[itpres@sasse.se](mailto:itpres@sasse.se)

### Media Committee

[mediapres@sasse.se](mailto:mediapres@sasse.se)

### Social Committee

[socialpres@sasse.se](mailto:socialpres@sasse.se)

### Sports Committee

[sportspres@sasse.se](mailto:sportspres@sasse.se)

### Peter Fridlund

Premises  
Administrator

[Peter.fridlund@hhs.se](mailto:Peter.fridlund@hhs.se)

+46 (0)76 111 08 81

### Jimmy Hansen

Premises  
Administrator

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### Juhani Ahonen

Caretaker

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+46 (0)8 736 90 67

### Tina Markström

Janitor

[tina.markstrom@hhs.se](mailto:tina.markstrom@hhs.se)

+46 (0)8 736 90 60