PRSSA 2027 Bateman Case Study Competition

Timeline

(As of November 20, 2026)

Friday, Sept. 25	Bateman client announcement.
Friday, Oct. 16	Intent-to-Enter and project brief posted online.
Monday, Nov. 16	Intent-to-Enter form closes (11:59 p.m. ET).
Friday, Nov. 20	Timeline posted online.
Wednesday, Nov. 25	Confirmation email sent to all participating teams. If your team contact does not receive an email, contact PRSSA Headquarters at ben.castleman@prsa.org or (212) 460-1474.
Wednesday, Dec. 2	Client Webinar (2:00 p.m. ET/11:00 a.m. PST).
Thursday, Dec. 10	Client Q&A (2:00 p.m. ET/11:00 a.m. PST).
Feb. 1–March 1	Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur during this time period.
Monday, March 22	Bateman entries due electronically (2 p.m. ET).
Tuesday, April 6	Judges select three finalists. The three finalist teams are notified by PRSSA.
Friday, April 9	Judging results are posted to the PRSSA website and emailed to each participating team.
Monday, April 19	Score sheets emailed to each team's contact person.
Monday, May 3	The finalist teams present their campaigns to judges. First, second and third place teams will be chosen. (Please note: This year's final presentation will be in-person at the Universal lot in Los Angeles. Finalist teams and one adviser will have their travel and accommodations paid for.)
Saturday, October 23	Winning teams recognized during the Awards Ceremony at the PRSSA 2027 ICON in Chicago.