

September 2013

TO: PRSSA Chapter Members
PRSSA Faculty Advisers

FROM: Jeneen Garcia, Vice President of Education, PRSA

CC: William Murray, President and COO, PRSA

RE: 2014 Bateman Case Study Competition

PRSSA is pleased to share the details of the 2014 Bateman Case Study Competition. This year, students are challenged to develop a campaign on behalf of Fiserv, a leading provider of financial services technology: grow awareness of and increase the number of consumers using and transactions made through a new service called Popmoney.

The Society is committed to providing a stellar Competition that offers a relevant learning experience for all participants. Teams will be expected to create a well-thought-out public relations campaign, inclusive of research through evaluation. The sponsor and client for this year's Competition is Fiserv.

Following the first round of judging, the three selected finalist teams will present their campaigns to be judged. All members of the finalist teams must be available for the final phase in May 2014. The logistics/administration of the Competition's final phase will be determined in the spring of 2014.

The first-place team will receive \$2,500 and a trophy; the second-place team will receive \$1,500 and a plaque; and the third-place team will receive \$1,000 and a plaque.

The Bateman Case Study Competition offers a unique and challenging experience. We believe this Competition will provide countless opportunities for participants to exercise creativity and originality in planning their campaigns.

PRSSA looks forward to receiving your entries and encourages all to enter this Competition. As one of the most challenging programs PRSSA offers, past teams have testified that the program provides unmatched experience.

Please read the enclosed material carefully, and if you have questions, feel free to contact me at (212) 460-1466 or email jeneen.garcia@prsa.org.

Enclosures: Project Brief
Rules and Guidelines
Timeline
Intent-To-Enter Form
Agreement Form
Fiserv Additional Information
Competition Changes