

**PRSSA 2014 Bateman Case Study Timeline  
(As of April 9, 2014)**

- Wednesday, Sept. 18**.....Project Brief, Rules and Guidelines, Timeline and Intent-to-Enter form mailed to PRSSA Chapters and posted online.
- Friday, Nov. 8** .....Deadline to enter the competition. Intent-to-Enter form, entry fee and signed Agreement form must be received at [bateman@prsa.org](mailto:bateman@prsa.org) or:  
PRSSA Headquarters  
33 Maiden Lane, 11<sup>th</sup> Floor  
New York, NY 10038-5150
- Monday, Nov. 11**.....Acknowledgement letter emailed to participating Chapters. If your team contact does not receive the notice by Nov. 12, contact PRSSA Headquarters at [bateman@prsa.org](mailto:bateman@prsa.org) or (212) 460-1476. Information sent to teams will also be available on the PRSSA website.
- Feb. 1–28**.....Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must happen in February. Failure to comply with this timeframe will result in disqualification.
- Friday, March 28**.....Four complete copies of your entry due to PRSSA headquarters. Entries received after this deadline will be disqualified.
- April 12–13** .....Judges to select three finalists.
- April 14** .....The three finalist teams are notified by PRSSA. Results are posted to the PRSSA website and emailed to each participating team’s contact person.
- April 18** .....Score sheets mailed to each team’s contact person.
- May 8–9** .....The finalist teams present their campaign to judges. First, second and third place teams will be notified.
- Monday, Oct. 13**.....Winning teams recognized during the Awards Ceremony and Dinner at the PRSSA 2014 National Conference in Washington DC.