

**PRSSA 2015 Bateman Case Study Timeline
(As of August 2014)**

- Thursday, Aug. 7 Release announcing Bateman sponsors and client.
- Monday, Aug. 25 Project Brief, Rules and Guidelines, Timeline and Intent-to-Enter form mailed to PRSSA Chapters and posted online.
- Monday, Oct. 27 Deadline to enter the competition. Intent-to-Enter form and entry fee must be received at bateman@prsa.org or:
PRSSA Headquarters
33 Maiden Lane, 11th Floor
New York, NY 10038-5150
- Monday, Nov. 10 Acknowledgement letter emailed to participating Chapters. If your team contact does not receive the notice by Nov. 11, contact PRSSA Headquarters at 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 27 Four complete copies of your entry due to PRSSA headquarters. Entries received after this deadline will be disqualified.
- April 11–12 Judges to select three finalists.
- Monday, April 13 The three finalist teams are notified by PRSSA. Results are posted to the PRSSA website and emailed to each participating team's contact person.
- Friday, April 17 Score sheets mailed to each team's contact person.
- TBA The finalist teams present their campaign to judges. First, second and third place teams will be notified.
- Monday, Nov. 9 Winning teams recognized during the Awards Ceremony and Dinner at the PRSSA 2015 National Conference in Atlanta, Ga.