

**PRSSA 2016 Bateman Case Study Timeline  
(As of February 9, 2016)**

- Wednesday, Aug. 26..... Bateman sponsor announcement.
- Monday, Sept. 28..... Bateman client announcement.
- TBA..... Project Brief, Rules and Guidelines, Timeline and Intent-to-Enter form mailed to PRSSA Chapters and posted online.
- Friday, Nov. 20 ..... Deadline to enter the competition. Intent-to-Enter form and entry fee 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. 23 ..... Acknowledgement letter emailed to participating Chapters. If your team contact does not receive the notice by Dec. 4, 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. 15–March 15..... Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must happen Feb. 15–March 15. Failure to comply with this timeframe will result in disqualification.
- Friday, April 8..... Four complete copies of your entry due to PRSSA headquarters. Entries received after this deadline will be disqualified.
- Sunday, April 17 ..... Judges to select three finalists.
- Monday, April 18 ..... The three finalist teams are notified by PRSSA. Results are posted to the PRSSA website and emailed to each participating team’s contact person.
- Monday April 25 ..... Score sheets mailed to each team’s contact person.
- Wednesday, May 18 ..... The finalist teams present their campaign to judges. First, second and third place teams will be notified.
- Monday, Oct. 24..... Winning teams recognized during the Awards Ceremony and Dinner at the PRSSA 2016 National Conference in Indianapolis, Ind.