



**PRSSA 2022 Bateman Case Study Competition  
Timeline  
(As April 12, 2022)**

- Thursday, Oct. 14** ..... Bateman client announcement.
- Monday, Oct. 18** ..... Rules and Guidelines, Timeline, Intent-to-Enter form and additional client information posted online.
- Friday, Oct. 29** ..... Project Brief posted online, and all documents sent via email.
- Tuesday, Nov. 16** ..... Deadline to enter the Competition. Intent-to-Enter form must be completed online.
- Monday, Nov. 15** ..... Confirmation emailed sent to all participating Chapters. If your team contact does not receive the email, 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. 7–March 11** ..... Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur on Feb. 7–March 11. \*
- Monday, March 28** ..... Electronic entry due for registration teams at 2 p.m. ET.
- Tuesday, April 19** ..... Judges to select three finalists. The three finalist teams are notified by PRSSA.
- Wednesday, April 21** ..... Results are posted to the PRSSA website and emailed to each participating team.
- Tuesday, May 3** ..... Score sheets emailed to each team’s contact person.
- Thursday, May 12** ..... The finalist teams present their campaign to judges virtually. First, second and third place teams will be chosen.
- Monday, Nov. 14** ..... Winning teams recognized during the Awards Ceremony during the PRSSA 2022 International Conference.

\*See special note in rules and guidelines document regarding website and social channels.