



**PRSSA 2024 Bateman Case Study Competition
Timeline
(As April 4, 2024)**

- Thursday, Aug. 10**..... Bateman client announcement. Rules and Guidelines, and Timeline posted online.
- Wednesday, Aug. 16**..... Intent-to-Enter form posted online.
- Friday, Sept. 22** Project Brief and additional client information posted online. All documents sent via email.
- Monday, Oct. 23**..... Deadline to enter the Competition. Intent-to-Enter form must be completed online.
- Monday, Oct. 30**..... Confirmation emailed sent to all participating Chapters. If your team contact does not receive the email, contact PRSSA Headquarters at bateman@prsa.org or (212) 460-1476. Information sent to teams will also be available on the PRSSA website.
- Thursday, Nov. 9**..... Client Webinar
- Feb. 5–March 5**..... Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur on Feb. 5–March 5. *
- Monday, March 25** Electronic entry due for registration teams at 2 p.m. ET.
- Tuesday, April 16**..... Judges to select three finalists. The three finalist teams are notified by PRSSA.
- Tuesday, April 23**..... Judging results are posted to the PRSSA website and emailed to each participating team.
- Friday, April 26** Score sheets emailed to each team’s contact person.
- Thursday, May 2**..... The finalist teams present their campaign to judges. First, second and third place teams will be chosen.
- Monday, Oct. 14**..... Winning teams recognized during the Awards Ceremony at the PRSSA 2024 International Conference.