



**PRSSA 2025 Bateman Case Study Competition
Timeline
(As of June 26, 2024)**

- Tuesday, July 9** Bateman client announcement, Intent-to-Enter, timeline, rules and guidelines, project brief and additional client information posted online.
- Monday, Oct. 21** Intent-to-Enter form closes at 2 p.m. ET.
- Friday, Oct. 25** 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.
- Thursday, Nov. 7** Client Webinar
- Feb. 3–March 3** Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur on Feb. 3–March 3.
- Friday, March 21** Bateman entries due electronically at 2 p.m. ET.
- Thursday, April 10** Judges select three finalists. The three finalist teams are notified by PRSSA.
- Friday, April 11** Judging results are posted to the PRSSA website and emailed to each participating team.
- Monday, April 21** Score sheets emailed to each team’s contact person.
- Thursday, May 8** The finalist teams present their campaign to judges. First, second and third place teams will be chosen.
- October TBD** Winning teams recognized during the Awards Ceremony at the PRSSA 2025 International Conference.