



**PRSSA 2026 Bateman Case Study Competition
Timeline
(As of September 24, 2025)**

Tuesday, Sept. 16	Bateman client announcement.
Thursday, Sept. 25	Intent-to-Enter, rules and guidelines, and timeline posted online.
Wednesday, Oct. 1	Project Brief posted online.
Thursday, Nov. 6	Intent-to-Enter form closes (2 p.m. ET).
Friday, Nov. 7	Final 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.
TBD	Client Webinar (2:30 p.m. ET)
Feb. 2–March 2	Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur on Feb. 2–March 2.
Friday, March 20	Bateman entries due electronically (2 p.m. ET).
Thursday, April 9	Judges select three finalists. The three finalist teams are notified by PRSSA.
Friday, April 10	Judging results are posted to the PRSSA website and emailed to each participating team.
Monday, April 20	Score sheets emailed to each team’s contact person.
Thursday, May 7	The finalist teams present their campaign to judges. First, second and third place teams will be chosen.
Saturday, October 17	Winning teams recognized during the Awards Ceremony at the PRSSA 2027 ICON.