PRSSA 2022 Bateman Case Study Competition
Tentative Timeline
(As Nov. 10, 2021)


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 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.

April TBD................................. Judges to select three finalists.

April TBD................................. The three finalist teams are notified by PRSSA. Results are posted to the PRSSA website and emailed to each participating team.

May TBD................................. Score sheets emailed to each team’s contact person.

May TBD................................. The finalist teams present their campaign to judges virtually. First, second and third place teams will be chosen.

Oct. TBD................................. 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.