



**PRSSA 2025 Bateman Case Study Competition
Timeline
(As of October 24, 2024)**

- Tuesday, July 9** Bateman client announcement, Intent-to-Enter, timeline, rules and guidelines, project brief and additional client information posted online.
- Thursday, Nov. 7** Intent-to-Enter form closes (2 p.m. ET).
- Thursday, Nov. 7** Client Webinar (2:30 p.m. ET)
- Friday, Nov. 8** 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.
- 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 (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 2026 International Conference.