

**PRSSA 2017 Bateman Case Study Competition Timeline  
(As of September 15, 2016)**

- Monday, Aug. 22** ..... Bateman client and sponsor announcement.
- Monday, Sept. 15** ..... Project Brief, Rules and Guidelines, Timeline and Intent-to-Enter form mailed to PRSSA Chapters and posted online.
- Monday, Nov. 7** ..... Deadline to enter the Competition. Intent-to-Enter form and entry fee must be received at [bateman@prsa.org](mailto:bateman@prsa.org) or:  
PRSSA Headquarters  
33 Maiden Lane, 11<sup>th</sup> Floor  
New York, NY 10038-5150
- Monday, Nov. 14** ..... Acknowledgement letter emailed to participating Chapters. If your team contact does not receive the notice by Dec. 5, contact PRSSA Headquarters at [bateman@prsa.org](mailto:bateman@prsa.org) or (212) 460-1476. Information sent to teams will also be available on the PRSSA website.
- Feb. 15–March 15** ..... Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur on Feb. 15–March 15.\*
- Friday, April 7** ..... Four complete copies of your entry due to PRSSA headquarters. Entries received after this deadline will be disqualified.
- Sunday, April 23** ..... Judges to select three finalists.
- Monday, April 24** ..... The three finalist teams are notified by PRSSA. Results are posted to the PRSSA website and emailed to each participating team’s contact person.
- Monday, May 1** ..... Score sheets mailed to each team’s contact person.
- Wednesday, May 10** ..... The finalist teams present their campaign to judges. First, second and third place teams will be chosen.
- Monday, Oct. 9** ..... Winning teams recognized during the Awards Ceremony and Dinner at the PRSSA 2017 National Conference in Boston, Mass.

\*See special note in rules and guidelines document regarding website and social channels.