

**PRSSA 2021 Bateman Case Study Competition
Tentative Timeline
(As September 23, 2020)**

- Tuesday, Sept. 15** Bateman client announcement.
- Wednesday, Sept. 23**..... Rules and Guidelines, Timeline, Intent-to-Enter form posted online.
- Wednesday, Sept. 30**..... Project Brief posted online, and all documents sent via e-blast.
- Friday, Oct. 30** Deadline to enter the Competition. Intent-to-Enter form must be completed online.
- Friday, Nov. 6** 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. 8–March 8**..... Campaign implementation. The implementation of the campaign plan (including any special events, media alerts, collateral distributions, websites, etc.) must occur on Feb. 8–March 8. *
- Monday, March 29**..... Electronic entry due for registration teams at 2 p.m. ET.
- Wednesday, April 14**..... Judges to select three finalists.
- Thursday, April 15**..... The three finalist teams are notified by PRSSA. Results are posted to the PRSSA website and emailed to each participating team’s contact person.
- Thursday, April 29**..... Score sheets mailed (or 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 and Dinner at the PRSSA 2021 International Conference.

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