

Apple User Group Ambassador Guide



What is an Apple User Group Ambassador?

An Apple User Group Ambassador is a role assigned to one individual from each recognized Apple User Group in the database (locator). Leaders from each user group choose a member from their group who will serve in this role. The Ambassador for the group serves as the link and primary contact to the Apple User Group program.

What benefits does your user group receive having you as an Apple User Group Ambassador?

Apple Sales Web (ASW)- ASW provides ambassadors with access to product information, Apple User Group logo, Quarterly Mailboxes (small charge), Apple demo and review software, SWAG request, other special UG links.

Apple Sales Training Online (ASTO)- ASTO allows ambassadors to stay up to date on products and information by taking courses and earning points. By taking certain courses, a free .Mac account can be earned for your User Group to use. ASTO can assist in preparing information for your groups meeting topics.

Apple User Group Bulletin (AUGB)- A monthly newsletter sent by Apple providing information, events, and vendor discount offers to the Apple User Group community.

Apple User Group Discussion List (AUGD)- An Apple email discussion list where you can ask questions and interact with other user group leaders in the community.

Apple User Group Regional Liaisons- Each Apple User Group is assigned a Regional Liaison for their group. A Regional Liaison serves as your contact to Apple to assist you with questions or feedback you may have about the program.

For more information on the benefits listed above, click on the topic item and you will be linked to the appropriate website.

What are your responsibilities as an Apple User Group Ambassador?

Daily: -Apple User Group Discussion List- Read, participate, share and stay informed with the daily discussion of other User Group Leaders.

Weekly:

-Check Apple Sales Web for new information related to User Groups as well as information for meeting presentations.

-Take at least one Apple Sales Training Online Course to stay up to date with the latest Apple products.

Monthly:

-Apple User Group Bulletin- Read the monthly Bulletin, and share and redistribute the appropriate information to your User Group. Make sure Vendor Offers are passed along to your members.

-Maintain contact with your Apple User Group Regional Liaison (RL). Let your RL know what is going on with your group. Share your successes, seek advice, and announce events

Yearly:

-Make sure your user group information is correct in the [Apple User Group Locator](#). Update newly elected group leaders, meeting information, website info, emails, etc. This will ensure individuals seeking out groups in your area will receive accurate information. **Pass on all information to newly elected Ambassadors.**

-Renew your MobileMe account for your user group by continually taking courses and pass the quiz at ASTO.

For More information Related to Apple User Group Leaders [click here](#)