

Apple User Group Ambassador Guide

Provided by the Apple User Group Advisory Board

What is an Apple User Group Ambassador?

Apple User Group Ambassador is the role assigned to one individual from each recognized Apple User Group in the Apple User Group Locator (database). 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 from having an Apple User Group Ambassador?

Apple Sales Web (ASW) – ASW provides Ambassadors with access to product information, Apple User Group logos, Apple demo and review software, requests for giveaways (as available) and other special Apple User Group links.

Apple Sales Training Online (ASTO) – ASTO allows Ambassadors to stay up to date on Apple products and information by taking courses and earning points. By taking certain courses, a free MobileMe account can be earned for your user group to use. ASTO courses can help you to prepare presentations for your meetings.

Apple User Group Bulletin (AUGB) – A monthly newsletter for user group leaders with a summary of the latest news, vendor discount offers and announcements for 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 from around the world.

User Group Regional Liaisons – Each Apple User Group is assigned a Regional Liaison. Your Regional Liaison serves as your contact to the Apple User Group program, and can assist you with questions or feedback about the program.

Resources for Apple User Group Presentations and Newsletters – A website with links to meeting presentations and newsletters articles provided by Apple user group members for other groups to use.

User Group Vendor Discount Offers and Podcast – Short-term discounts on new and proven products offered exclusively to user group leaders and members. The [Apple User Group Market podcast](#) features interviews with vendors and user group leaders.

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 by the daily discussion with other Apple User Group leaders.
- Check the [Apple User Group Resources](#) website – or subscribe to the RSS feed.

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's leaders and members. Make sure that the [Vendor Offers](#) are passed along to your members.
- Maintain contact with your 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 that 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 taking courses and passing the quiz at ASTO.