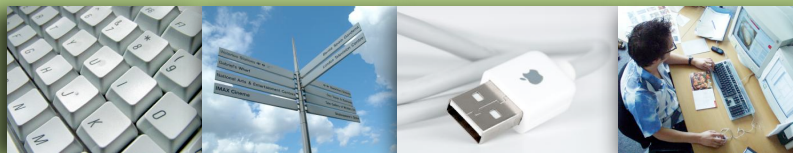


# Apple User Group Ambassador Guide



## 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 .Mac account for your user group by continually taking courses and pass the .Mac quiz at ASTO.

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