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 the latest Apple product information, PDF print-outs, and Keynote presentation resources that you can integrate into your meetings.

Apple Sales Training Online (ASTO) – ASTO allows Ambassadors to stay up to date on Apple products and information by taking courses and earning points. 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 How-To Articles – These are topics specifically geared towards leaders in assisting them with their user group.

User Group Vendor Discount Offers – Short-term discounts on new and proven products offered exclusively to user group leaders and members.

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
- Check Apple Sales Web for new product information and resources for your meeting.
- 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.

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.**