



The LEGO Ambassador Network

Network Stakeholders

- The LEGO Group department of ownership
 - LEGO Community Engagement & Events (CEE)
- Accountable manager
 - Senior Manager – Community Support
- Participants:
 - LEGO User Group (LUG) Ambassador
 - Workgroup Leader
 - LEGO Staff (Community Engagement & Events staff and others)

Key Definitions

Definitions for the following terms used can be found in the document “APPLICATION – Recognized LEGO User Group”

- Recognized LEGO User Group
- Physical LEGO User Group
- Online LEGO User Group

Purpose

A community network for both the LEGO Group and influential Adult Fans of LEGO (AFOLs) to provide valuable dialog and initiate activities of relevance to the success between the LEGO Group and the Adult Fan of LEGO (AFOL) community.



Objectives

1. To provide a central communication network for the LEGO Group and LUG Ambassadors to: 1) collaborate and share information with the wider AFOL community, and 2) strengthen best practice sharing within the AFOL community.
2. To provide a point of contact between the Recognized LEGO User Group and TLG in all support programs and related activities.
3. To be task oriented, by having clearly scoped activities and discussions that benefit the LEGO Group and AFOL community.
4. To provide valuable insight on ad-hoc business decisions and intelligence.

Communication

- The majority of the communication between LUG Ambassadors and the LEGO Group will happen through an online platform provided by the LEGO Group, “LEGO Ambassador Network Forum”
- The forum will be separated into different “workgroups” for more efficient and targeted discussions on selected topics or tasks
- Workgroups (permanent and ad-hoc) will be managed primarily by Workgroup Leaders and also by LEGO Staff
- LEGO Staff will decide on what topics are permanent
- Permanent Workgroups
 - LEGO Community Strategy
 - Focused on the study and analysis of the global AFOL community
 - LEGO User Group Management
 - How to create and administrate a LEGO User Group (LUG) or other types of AFOL communities
 - How to drive recruitment
 - AFOL Event Management
 - How to create and administrate different size events
 - LEGO Community Support Program Management
 - How to practically utilize LEGO Community support programs within a LUG
 - Introduction to LEGO Ambassador Network
 - An introduction area for new Ambassadors to understand how and what resources are available to them within the LEGO Ambassador Network Forum



- General
 - Area to ask and comment on topics not found in other workgroups
 - Topics will be brief
- Ad-hoc Workgroups
 - Unusual and/or short term topics may be temporarily established which focus on new topics and involve other people within the LEGO Group.
 - Ad-hoc Workgroups may be initiated based on LUG Ambassador needs
 - Ad-hoc Workgroup should have a clear scope and conclusion

Roles and Responsibilities

- **LEGO User Group (LUG) Ambassador**
 - Position definition
 - A designated individual who officially and exclusively represents a Recognized LEGO User Group
 - This individual does not represent the LEGO Group
 - Purpose of position
 - To create and maintain a relationship with the LEGO Group and other LUG Ambassadors for the purpose of fostering an active AFOL community
 - Expectations
 - Recognized LUG awareness
 - Always aware of what is happening within the Recognized LUG of which the person represents
 - Represents and shares important topics across the LEGO Ambassador Network
 - Communicate to the LUG
 - Is the primary messenger of important topics or information to the Recognized LEGO User Group of which the individual represents



- Active participation
 - To be both reading and contributing to discussion on the LEGO Ambassador Network Forum and/or other channels of LUG Ambassador communication
 - i.e. Face to face, social media, etc.
 - Support other LUG Ambassadors with issues and share best practices
 - Cooperate
 - Explore new opportunities to connect activities of LEGO User Groups with the goal to build an even better experience for AFOLs
 - File or distribute reports and surveys requested or required by the LEGO Group and/or the CEE team
 - Delegate and ensure back-up point of contact for all support programs which require direct interaction with the LEGO Group
- Responsibilities
- LEGO Ambassador Network Forum
 - Participate and stay informed on daily discussions.
 - Relay relevant information or discussions to one's Recognized LUG
 - Relay relevant information to workgroups
 - LEGO Community Support programs
 - Primary point of contact for program
 - Ensure clear contact to the CEE department
 - Able to execute all tasks and operational needs related to program (may choose to delegate responsibility to another Recognized LUG member)
 - Surveys – Distribute and participate in surveys which are generated by the LEGO Group
 - Confirm/update Recognized LUG information to the CEE department
- Process for LUG Ambassador membership discontinuation
- Definition
 - To ensure an optimal relationship between LUG Ambassadors and TLG each LUG Ambassador is expected to act in a constructive and respectful manner



- If responsibilities cannot be met, or an unacceptable behavior is demonstrated this is considered a breach of agreement and TLG will review the status of the LUG ambassador membership
- Review #1 will occur when a first issue occurs
- Review #2 will occur when a second issue occurs
- Review processes
 - Review #1
 - If a breach occurs, a warning will be sent to the LUG Ambassador. This will include an offer for support and training to the LUG Ambassador by the CEE staff to help cure the breach
 - The warning will also be sent as a notification to the secondary point of contact listed in the “LEGO Ambassador Network - APPLICATION – Recognized LEGO User Group” form
 - Review #2
 - If a second breach occurs, the CEE Staff will review and consider removing the LUG Ambassador from the LEGO Ambassador Network
 - If the LUG Ambassador membership is discontinued an immediate notification will be sent to the secondary point of contact listed in the “LEGO Ambassador Network - APPLICATION – Recognized LEGO User Group” form
 - The Recognized LUG will be given the opportunity to name a new LUG Ambassador
- **Workgroup Leaders**
 - Position definition
 - A position which is appointed and released by the Accountable Manager of the Network
 - A LUG Ambassador who is appointed as a Workgroup Leader can no longer officially represent his/her Recognized LUG
 - Responsible for managing workgroups
 - A position to provide consolidated feedback from fellow LUG Ambassadors on strategic programs and business of the LEGO Group
 - Position will be re-evaluated every year. The same work group leader may be selected again



- 12 positions are available within five specialized areas (the default is two individuals per area, however adjustments may be made based upon specific needs)
- Specialized areas
 - LEGO Community Strategy
 - LEGO User Group Administration
 - AFOL Event Administration
 - LEGO Community Support Program Management
 - Introduction to LEGO Ambassador Network
 - General
- Additional positions are also available for handling ad-hoc workgroups. These position will be announced by the accountable manager within a reasonable time frame for a LUG Ambassador to express interest in the position
- Purpose of position
 - Experienced LUG Ambassadors to help organize and structure workgroup participation among fellow LUG Ambassadors
 - Each position is considered an expert in the area of relevance
 - Is responsible for sharing the workgroup contribution with the CEE department and other LEGO staff.
- Expectations
 - Global community leader – be able to understand the issues and interests of the overall AFOL community
 - Capable of representing the workgroup he or she represents and putting the work into meaningful context for discussion with the LEGO Group
- Responsibilities
 - LEGO Ambassador Network Forum
 - Participate and stay informed on daily discussions.
 - Lead discussions on the forum and be able to summarize the discussion to present in-depth reporting to the CEE team and other LEGO staff.
 - Distribute and participate in studies which are generated by the LEGO Group
 - Workgroup leader meetings – be able to participate in regularly scheduled meeting



- Be available to attend workshops or conferences in key LEGO Group hubs
- Additional notes:
 - The Recognized LUG which the Workgroup Leader came from must designate a new LUG Ambassador.
- **LEGO Community Coordinator/Manager or other LEGO staff**
 - Position definition
 - An individual who is employed by the LEGO Group and has experience in community coordination and activity
 - Purpose of position
 - To represent the LEGO Group for any topic or issue occurring within the LEGO Ambassadors Network
 - To facilitate and give direction in discussions
 - Expectations
 - Initiate, participate and conclude discussions with the LEGO Group
 - Initiate and host global meeting, both conference call and live workshops
 - Be a role model for demonstrating the LEGO Group values
 - Responsibilities
 - LEGO Ambassador Network Forum
 - Stay informed on discussions
 - Workgroup Leaders Forum
 - Lead discussions on the forum
 - Participate and stay informed on discussions.
 - LEGO Community Support Programs
 - Be aware of the status of each program and support resolving any issues of the LUG Ambassadors or the LEGO Group
 - Surveys – Deploy surveys generated by fellow LUG Ambassadors or the LEGO Group
 - Workgroup Leader meetings – be able to participate in regularly scheduled workgroup leader meeting
 - Opportunities to attend workshops or conferences in key LEGO hub



Limitations of Network

- The LEGO Ambassadors Network is not intended to be a “special or personal” link into any department or person within the LEGO Group
- The LEGO Ambassador Network is not intended to regularly discuss the following items
 - Quality issues – it is preferred to use the LEGO customer service to report issues (<http://service.lego.com>)
 - Product leaks or counterfeit products – it is preferred to directly contact the Community Coordinator/Manager from Community Support for that region
 - New product suggestions – it is preferred to use the LEGO Ideas platform. (<https://ideas.lego.com/>)

Application and Qualifications for Profile

- **Qualifications**
 - LEGO User Group (LUG) Ambassador
 - Must be 18 years of age or older
 - Must submit The LEGO Group “Release Form”
 - Must represent a Recognized LEGO User Group
 - Must be able to speak, write, and read English at a conversational level
 - Must conduct oneself in a professional and open-minded manner, in which the individual can both provide and receive constructive feedback
 - Workgroup Leader
 - Must have been a LUG Ambassador for a minimum of 2 consecutive years
 - Must maintain a global mindset and minimize any self interest bias
 - LEGO Community Coordinator/manager or LEGO staff
 - Must be an employee of the LEGO Group



- **Application Process**

- LEGO User Group (LUG) Ambassador

1. Submit “LEGO Ambassador Network - APPLICATION – Recognized LEGO User Group” Form
2. Await processing (up to 2 weeks)

- Workgroup Leader

1. Submit “LEGO Ambassador Network - APPLICATION - Workgroup Leader” Form
2. Go through an interview process with the CEE staff
3. Decision is made by the accountable manager of the LEGO Ambassador Network