



The LEGO Ambassador Network

Frequently Asked Questions

Stakeholders, Purpose, Objectives, and Communication Related Questions

1. Why is the title of the “LEGO Ambassador Program” changing to “LEGO Ambassador Network”?
 - a. The change in title is to highlight a fundamental shift in how TLG works within the LEGO user ecosystem. TLG wants the title to reflect that this is a communication tool to network not only between “TLG and the LUG Ambassador” but also “LUG Ambassador to LUG Ambassador”.

2. Why is the Title of “LEGO Ambassador” now changing to “LUG Ambassador”
 - a. A person representing a Recognized LEGO User Group should have a title which reflects that a “LUG Ambassador” is a person representing a private, self governing group which is not controlled by TLG.

3. How much time and effort will be required of an LUG Ambassador if this person is to be the point of contact on all interaction between the Recognize LEGO User Group and TLG?
 - a. TLG estimates that a LUG Ambassador will need to send a minimum of 10 emails for the entire year. These are for when there are community support requests and other communication coming from or to TLG.
 - b. A LUG Ambassador also can take full advantage of the LEGO Ambassador Network Forum and discuss opportunities among other LUG Ambassadors which can create additional value within his or her Recognized LEGO User Group. This forum is a privilege and can be used as much or as little as the LUG Ambassador desires.

4. Is the purpose of the LEGO Ambassadors Network to be a primary way to get direct answers and access from the LEGO Group?
 - a. No, this is not the primary purpose of the LEGO Ambassador Network
 - b. The purpose of the LEGO Ambassadors Network is to provide a forum for valuable dialog and initiate activities of relevance between LUG ambassador and the LEGO Group and between LUG Ambassadors



5. If my LUG comes to me with concerns/comments/suggestions which I then raise via the LEGO Ambassador Network, I want to be confident that those concerns/comments/suggestions have been heard and acknowledged by TLG.
 - a. All major concerns/comments/suggestions raised by a community group are of interest to the LEGO Group. However there may be opportunity to have fellow LUG Ambassadors answer the issue if there is public knowledge about it already.

6. The majority of communication is to be done by LUG Ambassadors over the forum. What about communication, which is now (mostly) done over e-mail between CEE Staff and other Points of Contact for the LUG regarding reporting events, support etc. Is this going to stay as it is or is it planned to move to the forum?
 - a. Our goal is that the forum will be the main channel for communication between the LEGO Group and the LUG Ambassadors and that emailing will be reduced to a minimum.
 - b. There may be support programs which will continue to use email being a primary channel for communication

7. Will any TLG employees outside of CEE use the LEGO Ambassadors Network?
 - a. The LEGO Ambassadors Network is not intended to be a special or personal link into any department or person within the LEGO Group.
 - b. Only people within TLG who have a need to use the network will be given access.

Roles & Responsibilities Related Questions

8. Who is responsible for managing or moderating the forum?
 - a. The workgroup leaders would be set as moderator along with the CEE staff

9. Can the LUG Ambassador delegate tasks such as LUGBULK ordering to other members of the community group?
 - a. YES
 - b. All tasks may be delegated to other group members. However the LUG Ambassador must be aware of what is going on in the activities happening between the LUG and TLG.



10. Will a Non-Disclosure Agreement (NDA) be required?
 - a. NO
 - b. We are trying to avoid using NDAs for everything we do, this includes the workgroup leaders. Consequently, as a default there will be no information shared within the LEGO Ambassadors Network which requires NDA.

11. In the section titled, “Process for LUG Ambassador Membership Discontinuation”, what specific behavior or responsibilities is TLG concerned about which could result in being removed from the LEGO Ambassador Network?
 - a. The CEE Staff is concerned about behavior which could be offensive or behavior that pushes people away from the LEGO Ambassador Network.
 - b. If an issue occurs the CEE Staff can offer help to coach the person to not repeat.
 - c. CEE Staff does not want issues to re-occur with the same LUG Ambassador after an offer to coach the individual.

Application and Qualification related Questions

12. What determines if a LEGO User Group gets a LUG Ambassador?
 - a. Please see document, “LEGO Ambassador Network - APPLICATION – Recognized LEGO User Group”

13. How is workgroup membership determined? Can anyone join any workgroup?
 - a. A LUG Ambassador can participate in as many workgroup topics as they like.
 - b. There is an expectation of reasonable activity from the LUG ambassador if he or she is a part of a workgroup

14. Are there term limits for being a LUG Ambassador?
 - a. Term limits for LUG Ambassadors is a LEGO User Group determination
 - b. TLG does not interfere with LUG governance



15. If a LUG wants to replace a LUG Ambassador, but the LUG Ambassador is a workgroup leader, what will happen?
 - a. If the Recognized LUG decided to replace the LUG ambassador, who is also a workgroup leader, then that person is fully removed from the LEGO Ambassador Network with no continuing participation privileges

16. Does a workgroup leader represent the Recognized LUG?
 - a. No
 - b. Workgroup leaders needs to think of the larger community, have a global mindset and think about the greater good of the AFOL Community. Even in the case where discussions and decisions might conflict with his or her own LUG interests.

17. Where is the “LEGO Ambassador Network - APPLICATION – Workgroup Leader” Form?
 - a. This form is not yet available and will be released at a later date when TLG staff are looking for workgroup leaders.