

# AUGIE Group

an insurance tech exchange

## Ambassador

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### What do AUGIE Group Ambassadors Do?

- Regularly share AUGIE news on social media. This includes:
  - Sharing, liking and commenting on posts from AUGIE social media accounts (to be created)
  - Connecting to other AUGIE members on social media
  - Creating your own posts for LinkedIn, Twitter, Facebook and Instagram based on content from AUGIE meetings
- Participate as a spokesperson in media interviews arranged by AUGIE
- Write articles or blogs for LinkedIn or trade publications on issues
- Participate in speaking engagements, including panel discussions, at AUGIE events and other industry events on behalf of AUGIE

### Benefits of Becoming an AUGIE Group Ambassador

- It can be a career boost—you'll get exposure on social and at industry events
- It can help your agency or company—you'll get exposure for your business on social and at industry events
- You'll be in the know—by staying super informed about industry issues

- You'll be helping a great cause—advancing AUGIE's mission to encourage efficient workflows, and ensure independent agents thrive in the digital age

## Criteria to become an AUGIE Group Ambassador

AUGIE Group members—including agents, carriers, solution providers, associations and consultants—are eligible to participate in the Ambassador Program.

- Ambassadors must be **active** in AUGIE, attending at least 50% of the open calls/meetings during the year. For missed meetings, members listen to the recorded sessions
- All Ambassadors must attend an Ambassador introductory call and participate in one Ambassador team call during the year.
- All Ambassadors should feature their participation in AUGIE's Ambassador Program on LinkedIn.

## Social Profile

To set up your LinkedIn Profile, or other social profile, please include

- AUGIE Group
- **Term** – the day you post this – present
- **Description** - The AUGIE Group Ambassador program is a collective, collaborative effort to share information with our communities. AUGIE Ambassadors help to communicate how AUGIE is bringing the insurance industry together to encourage efficient workflows, and ensure independent agents thrive in the digital age.

## Source of Ambassador Material

You will be added to Constant Contact. You will be sent emails periodically with information to share with your network.

## Recognition

Once you have updated your social profile, been added to the Constant Contact roster, and confirm that you will be an AUGIE Ambassador, you will be added to the list of individuals on

<https://augiegroupprogram.org/ambassador-program/>

## Questions

Contact [cdurland@ivansinsurance.com](mailto:cdurland@ivansinsurance.com)