

**Act Now**  
**The Action Ideas Festival**  
**Executive Summary**

**Mission Statement:**

Act Now aims to empower citizens to expand their knowledge base so they can actively participate in pertinent issues facing society. Through the festival experience, attendees will become equipped with specific skills so they can give back in meaningful ways. By increasing the population that gives back, new solutions to society's problems can be realized. The mind set of working towards eradicating a problem brings new perspectives to the problem-solving narrative.

**Goals of the Festival:**

The Festival is committed to educating while being a catalyst to drive active citizenship. Many Americans don't have concrete knowledge of how to give back in meaningful long-term ways. The festival will educate attendees that involvement in the most important issues is possible, and accessible, to everyone.

**Target Audience:**

Increasing engagement of the youngest voting generation of Americans is among the priorities of the festival. More than 45% of Americans are under the age of thirty-five, yet there are only eight members of congress in this demographic. The festival also seeks to attract older Americans already motivated to take action but who don't know how or are looking for a support structure to get involved.

**Festival Content:**

Each festival will feature three or four content tracks led by policy and industry experts, combined with people working in the field on the front lines, already making a difference. Presentations will consist of two main areas of focus:

1. Capturing a clear understanding of the topic, its history, what created the problem and finally, how to solve or at least reduce the problem – all in a concise format.
2. Action items that attendees can use as soon as the festival ends and throughout the year.
  - These action items will take into account, participant's geographic diversity, finding time to work on issues and working with others to accomplish greater results.

**Potential Content Topics:**

- Hunger, Childhood Poverty, Homelessness, Youth Advocacy, Woman's Equality Issues, Environment, Freedom of Speech/Media Voice, Healthcare, Gun Control, Constitutional Freedoms and more.

**Festival Format:**

A 3-day weekend Festival. Presentation spaces will be set in the round or similar configurations to ensure up close interaction between audience and presenters. Also, large opening general session plus evening networking and entertainment events will promote relationship building between attendees.

**Interactive Festival Platform:**

An event app will provide event logistics and be linked to a content focused festival website designed to support attendees' engagement throughout the year. Takeaway action items for each content track will live on the app/website. Attendees taking action can share their successes and challenges on a shared content board, promoting dialog and support from experts.

**Opposing Views:**

As the country has become more divided, it is increasingly essential to face opposition with open minds. Each content track will contain the key component of an Opposing View segment. This segment will challenge participants to find common ground and enhance the skills to listen, learn and gain insights from opposing perspectives.

**Festival Environment & Venues:**

Venues under consideration include college campuses, cities or towns containing multiple venues within walking distance, community & art centers. The use of non-traditional spaces to allow for creative and unique environments is preferred.

**ACT Now Creators/Producer:**

Act Now, was conceived by Steve Van Ness owner of Impact Arts Events Group LLC. (IAEG) [www.impactartsevents.com](http://www.impactartsevents.com). Steve has been creating, managing and producing events since 1989 when he formed IAEG.

Steve's extensive experience creating and producing corporate events, festivals and arts residencies for more than 25 years, combined with his work at the Aspen Ideas festival motivated the creation of the Act Now concept. "I want to create an event that will make a real difference, I need to use my time and talents to give back in meaningful ways."

**The Right Partnerships:**

Partnership is needed to make Act Now, The Action Ideas Festival successful. Impact Arts Events Group is currently engaging in dialog with agencies, foundations, content professionals and individuals working in the content areas the festival wants to address.

The goal is to build a small team of professionals that will research the content topics to discover new or improved methods for citizens to impact change.

We would love to hear from you!