

To: jjjeevacation@gmail.com]
From: "How To Academy" [REDACTED] on behalf of
How To Academy [REDACTED]
Sent: Wed 7/2/2014 2:06:45 PM
Subject: Business Workshops : Developing negotiating skills, writing persuasive marketing emails,
mastering your iPad. What will you learn this Autumn?

Title: Business Workshops : Developing negotiating skills, writing persuasive marketing emails,
mastering your iPad. What will you learn this Autumn?

How to:

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Go East the pundits say when considering where to invest your money. And certainly don't contemplate investing in Africa. You only have to look at the turmoil in Nigeria and the instability of governments throughout the continent to appreciate the wisdom of that advice. But is it correct? Is Africa not the most exciting major new market that you should be looking at investing in? With a growth rate every bit as impressive as other developing nations isn't this the moment to invest? Or would you simply be following fashion and it's a market only for experienced investors?

FOCUS ON BUSINESS

10.09.2014

Evening Event, 6:30pm-7:45pm

**how to: Thrive in a World of Too Much: Mastering
Busyness**

with Tony Crabbe

It is difficult to ask anyone 'How are you doing?' without hearing the word 'busy' at some point in the answer... We feel overwhelmed by busyness because of the demands on our time: but busy isn't

just a fact of modern life, it's also a brand! Busyness isn't essential. Yes, there is a lot to do, but believing you're always busy because you have so much to do is both false and unhelpful. To thrive we have to respond differently to our world of too much, which starts with stopping managing our time and becoming less productive, deliberately.

[Read more and book.](#)

16.09.2014

Daytime Event, 9:30am-12:30pm

how to: Develop Your Negotiating Skills
with Gavin Presman

How to: Advanced Negotiation is a direct and no-nonsense masterclass for those who want to negotiate smarter, harder and with greater dexterity. It assumes basic competence in the art of negotiation, and focuses on solving the tougher problems faced by negotiators using advanced techniques and exercises.

What happens when your negotiation skills are really put to the test? You might negotiate on a daily basis, but can you deal with tough customers, and keep up with others who are looking to outmanoeuvre you? Are you certain that your solutions are the best they can be, or are there more creative win/win...

[Read more and book.](#)

17.09.2014

Evening Event, 6:30pm-8:30pm

how to: Remember
with Ed Cooke

An introduction to the imaginative techniques and stories behind the ancient arts of memory. Ed will lead an interactive, practical tour through the world of memory techniques, with numerous examples of how to boost your memory, how to forget and how to make sense of memory in the modern world.

Ed is a co-founder of Memrise.com, the online

learning platform, a Grandmaster of Memory, has been regularly placed in the top 10 of the world memory championships...

Repeated due to popular demand.

[Read more and book.](#)

18.09.2014

Evening Event, 6:30pm-8:00pm

how to: Build a Billion Dollar App

with George Berkowski

More than 1 billion people use them every day. In four years, 500,000 have been downloaded over 35 billion times. Only twelve have cracked the code of making it billion-dollar big. Apps are changing the way we communicate, shop, interact and travel. They dominate everything we do, and have become the means by which we manage our lives.

George Berkowski is one of the masterminds behind HALO, the app which allows us to call taxis from our mobile phones. In this head-spinning event, George will draw on his experiences as a tech entrepreneur, share the secrets of...

[Read more and book.](#)

19.09.2014

Workshop, 9:30am-12:30pm

how to: Write Better English (for Business or Pleasure)

with Sam Leith

Tips from the professionals, with Sam Leith.

We all know how to write. We may know how to write well. But is our writing the best that it can be? How many of us can produce strong and clear sentences, getting our point across in as few words as possible – and all of them the right words? Whether we are writing an essay, a report, a memo, or simply a straightforward letter, making our prose seem effortless can be the hardest part of the day.

Read more and book.

23.09.2014

Daytime Event, 10:00am-1:00pm

how to: Back-to-work Coaching
with Anna Percy-Davis

Have you taken a career-break in order to have children, or for other reasons? Are you ready to start work again, be it full-time, part-time, or running your own business? Do you need support building-up your confidence, deciding what you want to do, and taking the first step?

Anna Percy-Davis is on hand to help you work out what you want, and then put it into action. This morning workshop will be brimful of practical tips on networking, CV writing, interview techniques and getting the right work/life balance.

Read more and book.

23.09.2014

Evening Event, 6:45pm-8:30pm

how to: Use LinkedIn
with Rachel Spedding

If Facebook is for friends, and Twitter for followers, what is LinkedIn meant for?

Revolutionising the way individuals can interact with prospective employers and their professional networks, there is little question that this site is fast emerging as the go-to platform for those looking to advance their careers.

But, complete with its own vocabulary of connections, networks and InMails, the LinkedIn lingo can sometimes...

Read more and book.

25.09.2014

Daytime Event, 9:30am-12:30pm

how to: Invest Your Money (and minimize the risk of disaster)

with Jonathan Davis

A breakfast-briefing, taught by one of our leading independent investment experts, on how to invest your money sensibly: what your options are and where the pitfalls lie.

Warren Buffett, the greatest investor of the modern age, used four words to describe the art of investing money: "simple, but not easy". Most people either don't know where to start, or start by asking the wrong questions. Delegate decisions or DIY? Funds or individual stocks? Taxable or tax-free? Growth or...

Read more and book.

26.09.2014

Daytime Event, 9:30am-5:30pm

how to: Make the Perfect Presentation

with Neil Chalmers

It's not always what you say but more often how you say it...

How often have you or a colleague you know well made a successful presentation one day and the next day made a complete mess of the same material? If your delivery of presentations however formal or informal is all too often variable, or even uniformly poor don't despair, help is at hand. A day spent with Neil learning how to get your message across effectively as well as stamping your personality on your presentations could dramatically improve your...

Repeated due to popular demand.

Read more and book.

13.10.2014

Daytime Event, 9:30am-12:30pm

how to: Start a Business (For Women only)

with Anna Percy-Davis

Do you have an idea or a product you want to sell? Have you always dreamt of running your own business, being the master of your own destiny, running an empire? Do you have a vision of being an entrepreneur ? Or is it just that you want to do something that is fun, quirky, different and interesting and that is all yours? If so (and you are female!) this workshop is for you!

This three hour workshop will help you to define your idea, product and unique selling point. From this you will create your mission statement and the values underlying it. And then begin to create a workable business plan ...

[Read more and book.](#)

17.10.2014

Daytime Event, 9:30am-11:00am

how to: Publish and Market Literary Work Using Crowdfunding

with Amanda Barbara

Crowdfunding is the new way to raise funds and market your project. This much we know. But it is also the future for savvy writers and publishers, and the most certain way to foster success in the book market. In this seminar, Amanda Barbara, vice president of Pubslush, will decode crowdfunding, explain how to build a pre-publication platform, and prove that staying up to date with the latest trends is the key to success in the publishing industry.

[Read more and book.](#)

20.10.2014

Daytime Event, 9:30am-12:30pm

how to: Radically Improve Every Working Day

with David Pearl

International expert on 'business as unusual', David Pearl shows how to be more creative, more curious

and more conscious at work. David sees possibilities everywhere including in the tedious bits. This is an intensive, practical session (limited places) for people who want to innovate, boost productivity, get themselves or their companies out of a rut and find magic even in the monotony.

David Pearl is a creative confidante to top CEOs, business- and self-development specialist, speaker, author and arts-in-business pioneer.

[Read more and book.](#)

24.10.2014, 25.10.2014

A One Day Workshop, 9:30am-5:30pm

how to: Write Better Copy: a masterclass in writing effective email/direct mail, web copy, brochures, newsletters and press releases.

with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon.

A One Day Workshop available on either Friday or Saturday.

Steve Harrison was European Creative Director (OgilvyOne) and Global Creative Director (Wunderman) either side of starting his own agency, HTW. At HTW, he won more Cannes Lions in his discipline than any creative director in the world.

Repeated due to popular demand.

[Read more and book.](#)

27.10.2014

Daytime Event, 9:30am-12:30pm

how to: Organise and Enhance your photos using IPhoto and Photoshop

with Brad Clark

Organising your photos can be something of a challenge but with IPhoto and other tools it has never been easier. In addition enhancing your photos using

Photoshop can make working with images a pleasure. To the newcomer, however, it can seem daunting. But this session for beginners is designed to get you using the basic tools of photoshop with confidence and allow you to progress on to learning the more advanced features when the need arises.

Brad Clark is a Writer, Curator and Art Historian that has worked for institutions such as The National Gallery, Victoria and Albert Museum and The Design...

[Read more and book.](#)

31.10.2014

Daytime Event, 9:30am-12:30pm

how to: Understand your Mac or iPad
with Brad Clark

You do everything together. You share your most private moments, your most immediate thoughts, you cannot bear to be apart. You tell him – or maybe her – everything, but is it a one-way relationship? How well do you actually understand your Mac or iPad? Do you know how capable he is, how many skills he actually has, and what a wealth of resources he is harbouring? Do you know how much more he could give if you only made the commitment to explore him in depth?

Give your Mac a treat on this bespoke course. But to ensure all your questions are answered, some of which may not be ...

[Read more and book.](#)

04.11.2014

Evening Event, 6:30pm-7:45pm

how to: Come Second
with Richard Hytner

We invite you to spend an evening celebrating seconds-in-command with Richard Hynter, deputy Chairman of Saatchi and Saatchi. The Consiglieri, as we know from The Godfather, are the deputies,

assistants, and counselors, the leaders behind the leaders, who support, inform and advise from behind the throne. It is their influence, authority and power that determines the fate of countries, companies and individual ventures all over the world.

For the modern-day Machiavelli, Macbeth, Darth Vader or Cardinal Richelieu, this is the second most important talk you will go to this year.

[Read more and book.](#)

07.11.2014

Daytime Event, 9:30am-12:30pm

how to: Speed Read People (and Oneself). A Psychological Masterclass
with Gavin Presman

"He who knows others is wise; he who knows himself is enlightened." - Lao Tsu

'No man is an island' is easy to say, but do you sometimes find it difficult to interpret and emphasise with people you meet? Do you sometimes find yourself working at cross purposes with colleagues, or worry that they struggle to understand your motivations? What if there was a way to get an instant grasp of someone's personality, and a better method of explaining your own?

[Read more and book.](#)

10.11.2014

Daytime Event, 9:30am-12:30pm

how to: Use WordPress to start a Website
with Brad Clark

Websites today are far more than a luxury. If you wish to achieve any kind of success in both business and individually, your website is the public face and usually the first impression that you make to your audience. Unfortunately, many people still believe that making an effective and impactful website takes a huge amount of effort and money.

This is not the case!

WordPress is an amazing platform for creating state of the art and infinitely scaleable websites, whether it be a simple personal ...

[Read more and book.](#)

24.11.2014

Daytime Event, 9:30am-12:30pm

how to: Speak in Public
with Edie Lush

All of us have to do it – “say a few words” – at one time or another. Most of us are terrified by the thought of it. But don't panic. This three-hour workshop will enable you to make fear of your audience a thing of the past.

Does the prospect of addressing a roomful of people leave you weak with terror? Does your mouth dry up and your stomach turn over at the invitation to speak? Can you imagine a future in which you can stand up and speak to a crowd without feeling like a fool? Make your fear a thing of the past....

[Read more and book.](#)

05.12.2014

Daytime Event, 9:30am-12:30pm

how to: Negotiate
with Gavin Presman

Do you have to negotiate in your business, family or personal life? Do you sometimes wonder whether you are getting the best deal for your business, your family, or yourself?

How to: Negotiate will teach you the proven strategies and tactics that professionals use to get more from every deal. It will show you how applying the simple principles of win/win negotiation will leave you richer in every area of your life.

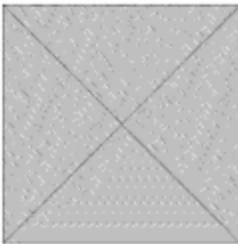
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If there's a course you'd like to take which isn't currently included in our programme, email us with the details of what you'd like us to organise and if there's sufficient demand, we will contact our extensive network of distinguished teachers, lecturers and writers to arrange a course tailored to your needs.

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