

**To:** j[jeevacation@gmail.com]  
**From:** "How To Academy" [REDACTED] on behalf of  
How To Academy [REDACTED]  
**Sent:** Wed 3/5/2014 3:10:35 PM  
**Subject:** Screenplays, Losing weight, Tenors, Poker, Pensions, Art of Selling, and Will there be  
Donuts? Starting a Business Revolution. Hollywood.

Title: Screenplays, Losing weight, Tenors, Poker, Pensions, Art of Selling, and Will there be  
Donuts? Starting a Business Revolution. Hollywood.

How to:

[View this email in your browser](#)

It's business and pleasure, as usual, at the How to Academy, with a host of new Spring events. From improving your prose with Evening Standard columnist Sam Leith, to speaking in public with communications guru, Edie Lush; from making genius videos on your i-Phone to breaking into Hollywood; from mastering Poker to mastering the lost art of meetings. Whether it's making your fortune or saving a fortune, you have nothing to lose at the How To Academy.

Join us at the How To Academy.

**BUSINESS**

12.03.2014  
Workshop, 6:45 - 8:45pm  
**how to: Write Better English**  
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?

[Read more and book.](#)

18.03.2014

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...

[Read more and book.](#)

22.03.2014

Weekend Event, 10:00am-5:30pm

**how to: Make Great Videos Using Your iPhone**  
with How To Academy

In this masterclass we will show you how to turn your mobile phone into a powerful movie camera and in the space of a day transform your efforts - whether a birthday video or something more ambitious - into memorable and professional-looking films.

[Read more and book.](#)

26.03.2014

Evening Event, 6:30pm-9pm

**how to: Use Crowdfunding to Finance Your Idea**  
with Crista Cloutier

Crowd-funding has become an incredibly popular way to raise money for both individuals and cash-strapped organisations. Using the idea of a lot of people giving a little bit, crowd-funding is the collaborative effort, via the web, of individuals to support projects they want to help make happen. Crowd-funding can be used to...

[Read more and book.](#)

26.03.24

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

**how to: Be Confident Speaking 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.

[Read more and book.](#)

23.04.2014

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

**how to: Sell Anything**  
with Gavin Presman

Do you sometimes realise that your job relies as much on changing minds, as on your particular specialist skill? Do you sometimes struggle to get people to buy what you're selling, whether it's your product, your ideas, or even your personality? Have you ever wondered why some people can persuade others effortlessly?

[Read more and book.](#)

25.04.2014

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

**how to: Write Better Copy: a Masterclass in writing effective direct mail/email, brochures, web copy, press ads, inserts and newsletters.**  
with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon - a simple technique that's used by the biggest brands and the smartest writers.

Read more and book.

09.05.2014

Daytime Event, 10:00am-12:00pm

**how to: Start a Business Revolution One Meeting at a Time.**

with David Pearl

Meetings. If the word suggest tedium, interminable sessions in airless rooms and/or endless PowerPoint, the chances are you are nearly meeting and it's time to start really meeting instead.

Read more and book.

30.06.2014

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

**how to: Advanced Negotiation**

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.

Read more and book.

LITERATURE

11.03.2014

Daytime Event, 10am-5pm

**how to: Read Samuel Beckett**

with Christopher Ricks

'What do I know of man's destiny? I could tell you more about radishes.'

Born in Dublin in 1906, Samuel Beckett was one of the soothsayers of his century, writing masterpieces for both the stage and the page - and more honoured perhaps for the austerity of his vision than for its comedy and humanity.

[Read more and book.](#)

29.03.2014 - 30.03.2014

Weekend Event, 10am-5pm

**how to: Read Dante**

with Professor Peter Hainsworth, Jamie McKendrick

The Divine Comedy, completed just before Dante died in 1321, is one of the greatest works of European literature. It is a vision of the entire universe, an epic journey that spans the lowest circle of hell to the highest heaven, and its structure was described by the poet Osip Mandelstam as a crystal 'of thirteen thousand facets, so monstrous in its exactitude'.

[Read more and book.](#)

06.04.2014

Weekend Event, 12pm-6pm

**how to: Read Wordsworth**

with Margaret Drabble

'Let nature be your teacher', wrote William Wordsworth, for many readers the greatest of all English poets. To unlock the genius of Wordsworth, we need more than nature to guide us. He changed forever our understanding of the language and landscape of poetry, as well as the way we see nature and ourselves.

[Read more and book.](#)

27.04.2014

Weekend event, 12pm-6pm

**how to: Read Chekhov**

with Rosamund Bartlett

'N. could philosophize about love, but could not himself love.'

'A young man collected a million stamps, then lay on them and shot himself.'

Between these two random thoughts, squirrelled away into a notebook for use in a future play or a story, lies a whole Chekhovian world of tragedy and comedy, each tinged with the other.

[Read more and book.](#)

07.06.2014

Weekend Event, 10:00am-5:00pm

**how to: Read T.S. Eliot's Four Quartets**  
with Mark Ford

*Repeated due to popular demand.*

No poet of the 20th century has generated as much critical exposition as T. S. Eliot, and yet the mysterious power of his poetry continues to elude us.

The How To Academy's second Eliot reading day will focus exclusively on the four long poems comprising Four Quartets...

[Read more and book.](#)

## NEW EVENTS

03.04.2014

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

**how to: Get Into Hollywood**  
with Simon Hunter

Ever wondered about entering the most exciting, the most dynamic the most rewarding industry on earth? Yes...well here's the bad news, unfortunately the film industry is also one of the most popular and competitive places to gain work. So how do you

break in? Who do you need to speak to and what skills do you need to have? What will impress industry professionals and producers?

[Read more and book.](#)

11.04.2014

Daytime Event, 9:00am-12:30pm

**how to: Write Your First Screenplay**  
with Simon Hunter

It costs you nothing to write a cracking feature film screenplay...just time and talent. In this course you will learn the first steps needed to writing that long imagined but never realized script. With a few short but manageable steps you will acquire the knowledge to start working on your first feature film screenplay.

[Read more and book.](#)

15.04.2014

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

**how to: know what we should Eat (and ensure we lose Weight too) with Vicki Edgson.**  
with Vicki Edgson

The question on everyone's lips is: Just exactly WHAT should I be eating that's a) safe, b) nutritious, and c) will ensure I lose weight?

Whether its the 5:2, the 16:8, the South Beach, or the Paleo, at least 60 % of adults in Britain will have been on a diet at some point, and over half of those are on continuous diets. Scary figures, which would be fine if...

[Read more and book.](#)

30.04.2014

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

**how to: Master poker**  
with Byron Jacobs

How can you maximise your chances of success playing poker?

What do the strong players understand that the weaker players don't?

Which skills are essential for long term success?

The answers to these questions are surprising and not at all obvious. Byron Jacobs has been a successful poker player for over a decade...

[Read more and book.](#)

13.05.2014

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

**how to: Save a Fortune: a Financial Masterclass in Savings, Pensions and other financial products.**

with David Craig

Controversial author David Craig exposes how the sales arguments used to convince us to hand over £4trn of our savings to financial services insiders are usually highly misleading and serve the interests of the financial industry, not us - its customers.

[Read more and book.](#)

21.05.2014

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

**how to: The Tenor Voice**

with Ian Rosenblatt

From its emergence in the 16th century to the phenomenon of 'the three tenors' (Pavarotti, Domingo, Carreras) in the 1990s, the tenor voice has a fascinating history. It is esteemed above all as the voice of the hero in romantic opera: powerful, emotive, edgy, and suited to bold, tragic destinies.

[Read more and book.](#)

31.05.2014 - 01.06.2014

Weekend Event, 10:00am-5:00pm both days  
**how to: Write Your Family History**  
with Peter Parker

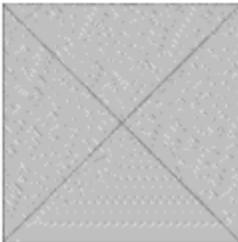
A weekend course to guide you in both the research and writing of family history, from where to find the information to putting it together to tell the best possible story. You will learn how to gather and martial your material, how to place your characters in a social and historical context, how to structure your narrative and find your authorial voice.

[Read more and book.](#)

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.

Follow on  
Facebook

Follow  
on  
Twitter



*Copyright © 2014 How To Academy, All rights reserved.*

You are receiving this email because you opted in our website <http://howtoacademy.com> and indicated you wished to receive news about courses and offers.

**Our mailing address is:**

How To Academy

11 Aldridge Road Villas

London, England W11 1BL

United Kingdom

[Add us to your address book](#)

how to: [unsubscribe](#) [update subscription preferences](#)