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From: "How To Academy" <john.gordon=f [REDACTED]> on behalf of
How To Academy < [REDACTED]>
Sent: Thur 12/12/2013 7:04:16 PM
Subject: Last minute Christmas Presents. New Season's Programme. Exciting new events.

Title: Last minute Christmas Presents. New Season's Programme. Exciting new events.

How to:

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Still searching for that ultimate stocking filler? A How To Academy gift voucher, delivered to your doorstep (or down your chimney), might be just the thing. For every voucher purchased we give *you* a present: a cultural event of your choice, for free.

To purchase a voucher click [here](#).

We're welcoming the New Year with the best that can be thought, said, or sung. On January 8th we have an evening celebrating the genius of Bob Dylan with Professor Christopher Ricks; on January 9th, a unique seminar on How Europe Went to War in 1914, with Professors Norman Stone and Christopher Clark, and 25th January, back due to popular demand, a second weekend learning How to Philosophize, with Jane O'Grady. Hurry, tickets are hot.

Coming soon: a Trees and Wine event with Hugh Johnson, a Butterflies and Nightingales Safari, the Mathematics of Living Simply, writing a Travel Journal, and How to Perform a Magic Trick.

From India, where the How To Academy recently met Sonia Gandhi and who suggested : How to Win an Election... we're on the case! For the moment, try A Bluffer's Guide to Politics with Mary Anne Sieghart, on January 15th.

2014 Programme. Week 1

08.01.2014

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

how to: See What You Hear in a Bob Dylan Song
with Christopher Ricks

'I only look at them as things to sing. It's the music the words are sung to that's important.' - Bob Dylan

'It ain't the melodies that're important man, it's the words.' - Bob Dylan

His influence on the history of rock and roll is immeasurable, his songs have been more widely covered by musicians than those of any other artist, and his words have echoed in our minds - more intimately, more provokingly - than those of any other song-writer.

[Read more and book.](#)

09.01.2014

Evening Event, 7-8:30pm

how to: How Europe Went to War in 1914

with Norman Stone, Professor Christopher Clark

How To Academy brings you a unique seminar, in which two distinguished historians offer and defend their views on the origins of 'perhaps the biggest collective blunder in the history of international relations'. A dialogue which recovers the dramatic momentum of history in action, showing how the past is prologue, and how historical truth is made as well as given.

[Read more and book.](#)

11.01.2014 - 12.01.2014

Weekend Event, 10am-5pm on Saturday, 12pm - 5pm on Sunday

how to: Read Proust

with Patrick McGuinness

Proust's great novel has been described as 'a conspiracy against readers'. The course is designed for all who are resolved (or merely tempted) to embark on this voyage for themselves, offering a variety of useful charts and soundings, and a checklist of what to bring along as essential kit.

Read more and book.

12.01.2014

Daytime Event, 10am-12noon(12-15yrs), 2pm-4pm(15yrs+)

how to: Makeup (A Masterclass for Teenagers)

with Neil Chalmers

Get the London look with the help of leading make-up artist Steff Roeg. Renowned as the master of the 'naturally glamorous face', Steff will lead two age-appropriate in-depth sessions - for ages 13 to 15 and 15+ - on skin care and make-up application. She will reveal the seven deadly teenage sins (starting with over-plucking...), give top tips on affordable products, and show you the most fun places to shop.

Read more and book.

2014 Programme. Week 2

15.01.2014

Evening Event, 7pm-8:30pm

how to: A Bluffer's Guide to Politics

with Mary Ann Sieghart

Who's going to win the next election? What do the two Eds really think of each other? Will the mansion tax happen? Our Bluffer's Guide to Politics will give you enough material to get you through the trickiest of political conversations. Find out about the policies, the personalities and the gossip with our insider's tour of Westminster.

Read more and book.

17.01.2014

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.

[Read more and book.](#)

18.01.2014

Daytime Event, 10am-5pm

how to: Read the Other Charlotte Bronte
with Lucy Hughes-Hallett

Jane Eyre, Charlotte Bronte's first masterpiece, is one of the most popular of all the great 19th century English novels. Her other masterpieces, Villette, Shirley, and The Professor are comparatively unknown.

In this intensive day seminar you will meet the Charlotte Bronte we rarely see. You will read passages you have never read before, hear about the Bronte myth, and the way Charlotte Bronte became a literary celebrity. You will consider her work's roots in Gothic fantasy, its long-lasting influence on subsequent fiction, and its appropriation by 20th century feminists.

[Read more and book.](#)

2014 Programme. Week 3

21.01.2014

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

how to: Social Media for Charities
with Eva Keogan

Social media is proving to be a great way for charities to galvanise communities, build awareness, effect change and help raise essential funds. Are you

making the most of this opportunity? Do you want to leverage social media to get your voice heard? Do you want to reach niche interest communities and get your story told as far and wide as possible?

[Read more and book.](#)

22.01.2014

Evening Event, 6:45-8:15pm

how to: Explore Japan (via its museums)

with Sophie Richard, Oliver Hilton-Johnson

Explore a private modern art collection and then take a hot spring bath; remove your shoes and gaze at Monet, explore a little-known treasure house built by a celebrated architect, journey to Tokyo and Kyoto via mountains, islands and gardens.

There is no better way to unlock the aesthetics, customs, and heritage of Japan than through its idiosyncratic galleries and museums, and no better virtual tour guide than Sophie Richard whose eagerly anticipated book, *The Art Lover's Guide to Japanese Museums*, is about to appear. This event is for those who are planning the trip of a lifetime, and those who want to absorb Japan without leaving their armchairs.

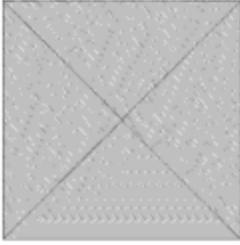
[Read more and book.](#)

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.

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