

To: jjjeevacation@gmail.com]
From: "John Gordon" <[REDACTED]> on behalf of John Gordon <[REDACTED]>
Sent: Thur 11/7/2013 7:04:55 PM
Subject: Things to learn this fortnight: Filmmaking, Twitter, Wildlife Photography, LinkedIn, Business, First World War, Philosophy.

Title: Things to learn this fortnight: Filmmaking, Twitter, Wildlife Photography, LinkedIn, Business, First World War, Philosophy.

How to:

[View this email in your browser](#)

How to: Write Better English

We all know how to write. Some of us may know how to write well. But is writing well the same as writing clearly and concisely? How many of us can produce strong and clear sentences, getting the point across in as few words as possible - and all of them the right words? To keep up with the pace of the modern working world, where e-mails and memos are the favoured means of communication, we need more than ever to write with greater clarity.

For information, and to book a place, visit www.howtoacademy.com



Sam Leith

Evening Standard columnist, novelist, and acclaimed author of *You Talkin' To Me?* Rhetoric From Aristotle to Obama - is here to help. Taking us back to the basics of plain style, he will show how

to use grammar, tone, and sentence construction, how to avoid cliché, and the right and wrong use of specialist language. This rescue workshop will demonstrate how our writing can help us to work efficiently, proving the maxim that sometimes keeping it simple is the secret to success.

LAST MINUTE

09.11.2013 - 10.11.2013
Weekend Event, 10am-5pm

how to: Deepen Your Love of Opera
with Rupert Christiansen

A weekend course for those who like to understand more fully this most challenging and yet viscerally enthralling of the performing arts - led by eminent critic Rupert Christiansen.

[Read more and book.](#)

09.11.2013 - 10.11.2013
Weekend course, 10am-4pm

how to: Write Children's Fiction
with Philip Womack

It's not all vampires and werewolves. This unique and innovative weekend course, led by celebrated children's author Philip Womack, is designed to immerse you in the wider world of writing for children so that you can develop your ideas, build characters, and leave with the confidence to embark on your own.

[Read more and book.](#)

13.11.2013

Evening Event, 7pm - 8:30pm

how to: Understand Your Dog
with Bruce Fogle

*Why does my dog treat me as staff?
How much of what I say does my dog really
understand?*

Every dog-lover must wonder what their hound is thinking. Why do they bark at trees? Why do they bite men in uniform? What are they up to when they roam about in gangs? In this event, author Dr Bruce Fogle explains all you need to know about your best friend.

[Read more and book.](#)

19.11.2013

Workshop, 7pm - 9 pm

how to: Play Killer Chess (in an evening)
with Malcolm Pein

For competitive dads, and the rest of us, a two-hour speed-learning chess workshop, taught by International Master Malcolm Pein, for those who play on their nerves and need to learn some proper moves. Do you have a chess mind without knowing it?

[Read more and book.](#)

20.11.2013

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.](#)

23.11.2013

Weekend Event, 10am - 5pm

how to: Write a Memoir for your Family
with Peter Parker

Repeated due to popular demand...

A weekend for those who want to save their descendants the trouble of doing a how to: Write Your Family History course. Peter Parker will guide you through the process of sifting your memories and help you plan and structure the story of your life, which can be passed down the generations. You will look at beginnings, middles and ends, gaps, secrets and surprises, tone, voice, and how to make your characters alive on the page.

[Read more and book.](#)

27.11.2013

Evening Event, 6.30-9pm (and at 9pm the fun starts with a stand-up show of sorts)

how to: Do Stand-Up Comedy and Never Be Afraid of Anything Ever Again (Within reason doesn't include Shark Attacks)
with Viv Groskop

How to... Stand Up. Always wanted to try stand-up comedy but too scared to give it a go? Looking for the ultimate confidence boost? Have a go at stand-up in a relaxed, no-pressure environment. Learn the tricks of the trade which can be applied in any public speaking situation. And unlock your natural funniness. (We all have some. No, really, we do.)

[Read more and book.](#)

15.12.2013

Weekend event, 10am-5pm

how to: Read Chekhov
with Dr Jana Howlett

We are delighted to announce that Dr Howlett will be teaching a one day Sunday seminar on How To read Chekhov. Full course details to follow. Advanced booking now open.

Lunch included.

[Read more and book.](#)

NEW

9.12.2013

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.](#)

23.01.2014

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

how to: Avoid your business getting into financial difficulties.(Management accounts, cash flow control, and dealing with banks and investors.) A Financial Masterclass.

with Chris Thomas,

Do you know how to read a set of company accounts? Do you have the financial reporting tools in place to detect if anything's going wrong in your

business? Do you know what to look for that will give you an early warning that there are difficulties.? In this Financial Masterclass Chartered Accountant Chris Thomas will arm you with everything you need to know to have a handle on your business and to work successfully with outside investors and banks.

[Read more and book.](#)

02.02.2014

Weekend Event, 10am-5pm

how to: Photograph Wildlife

with Fiona Pitcher,

A one-day round tour of wildlife photography - using Regent's Park Zoo as our lens! In the morning session you will be introduced to the key areas of wildlife photography, with discussion of photos or videos already taken by participants. Followed by a session on animals in their habitat - whether safari or rainforest - in which we look at hippos, gorillas and monkeys in the zoo's rainforest enclosure. The morning will end with a masterclass in capturing animal characters, with the focus on meerkats and penguins.

[Read more and book.](#)

05.02.2014

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

how to: Develop and Re-Energize Your Business

with Ben Hewitt,

'Never has there been a more exciting time for all of us to explore this great next frontier where the boundaries between work and Purpose are merging into one, where doing good, really is good for business.' - Richard Branson

The world of business has been shifting into a Purpose paradigm for many years. No matter the size of the organisation, companies are identifying the key drivers of human behaviour and putting them to use throughout their organisations. The result is more motivation, more energy and more effectiveness in

the workplace. Identifying a company's Purpose is the first step in this new era.

[Read more and book.](#)

29.01.2014

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

how to: use Twitter to transform your business. Twitter 101.

with Eva Keogan,

Twitter is rapidly becoming the essential marketing tool with which to engage with one's audience. It's the key to building a community who will care about what you're saying and engage with you. But do you know how to use it? Do you know your hashtags from your tweets? Do you understand its power to transform your marketing strategy?

[Read more and book.](#)

12.02.2014

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

how to: use LinkedIn (and revolutionise your career)

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.

[Read more and book.](#)

13.02.2014

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

how to: Write Erotic Fiction

with Rowan Pelling

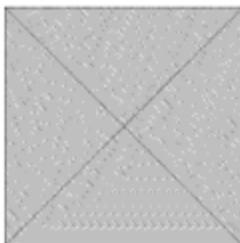
Here's your chance to keep the heating bills down by steaming it up with Rowan Pelling, former editor of the Erotic Review. In this one-off encounter you'll learn the secret of smoldering sentences, piping-hot plotlines and seductive story-telling.

[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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