

From: How to Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Liar's Poker and Flashboys writer Michael Lewis. Antony Beevor on Hitler's Last Gamble. And last tickets for philosopher Daniel Dennett and Will Self.

Date: Tue, 17 Feb 2015 14:46:36 +0000

How to: Spring Programme and Highlights

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14.04.2015

Evening Event, 6.45pm-8pm

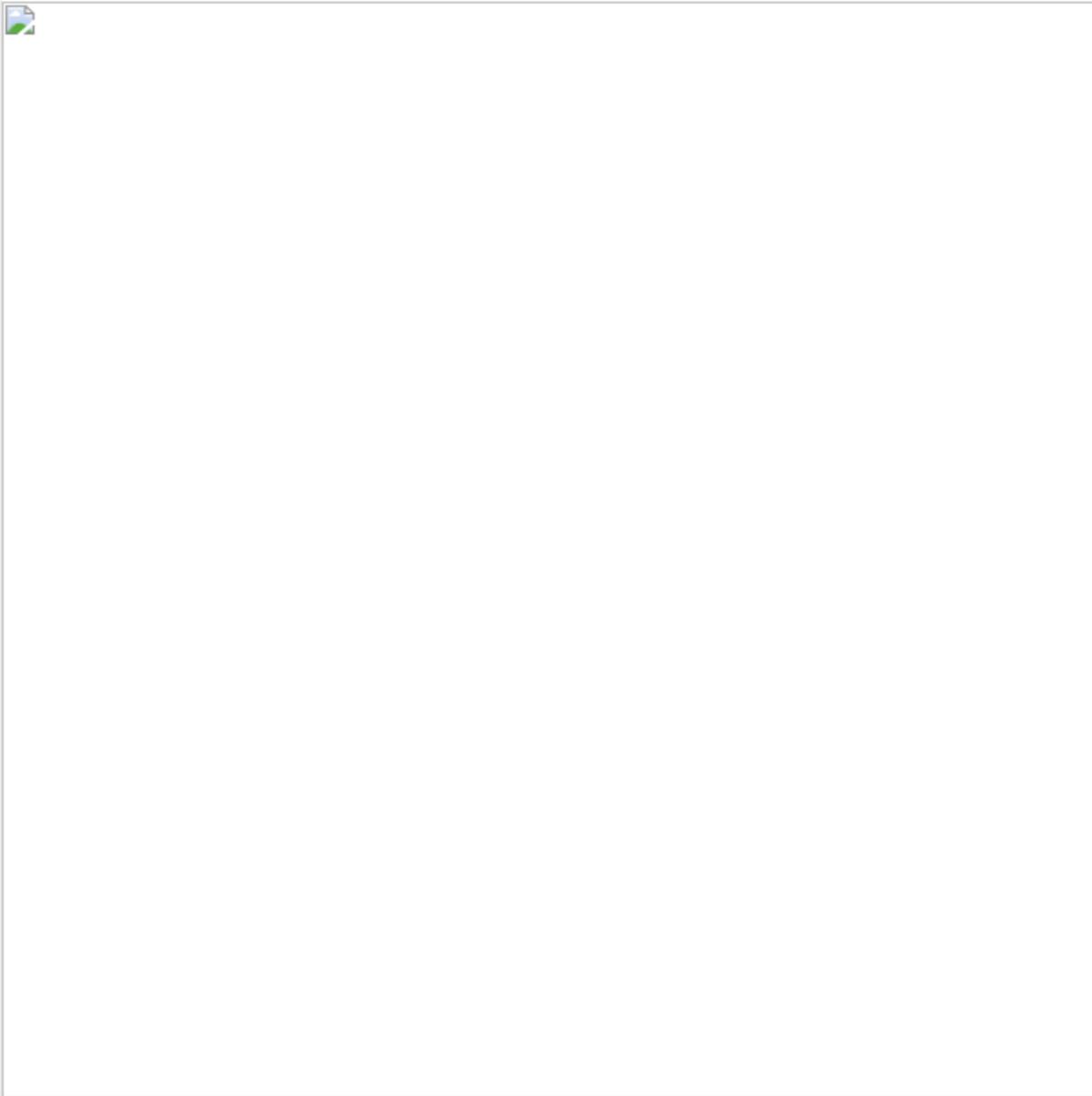
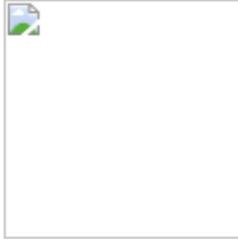
how to: Change our Habits and Change our Lives

with Gretchen Rubin When we change our habits, we change our lives...

How can we make good habits and break bad ones? **Gretchen Rubin**, author of the

New York Times bestselling *The Happiness Project* and *Happier at Home*, will tackle this critical question in her talk for the How To Academy.

She will explain how to create the habits that will transform our lives, even if they've failed before. The secret, Rubin explains in her new book, is to pinpoint the specific strategies that will work for us....



NEXT FORTNIGHT



27.02.2015

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

how to: Sell (The art of getting anyone to say yes to 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?

How to: Sell Anything will transform your understanding and approach to selling, using practical and effective techniques to increase your influence. It will show you how ...

[Read more and book.](#)



02.03.2015

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

how to: Generate More Business through your Website

with Filip Matous

Most companies have a website and some form of analytics to track how their website is performing. Yet many don't know how to read their analytics beyond how many visitors came each month. That won't help business grow.

Join Filip Matous in an packed 3 hour course that will leave you with a sound foundation that you can implement right away to gain more leads and business.

[Read more and book.](#)



MAJOR TALKS



09.04.2015

Evening Event, 7pm

how to: Michael Lewis on Flash Boys
with Michael Lewis

Michael Lewis, author of the smash international bestsellers *Liar's Poker*, *Moneyball* and *The Big Short*, writes like no-one else about money, heroes, villains and the times we live in. This is a rare chance to hear him talk about his epic bestseller hit *Flash Boys*, telling the hilarious, terrifying and outrageous true story of the multi-millionaires and whizz kids who scammed the banking system in the blink of an eye – and the whistleblowers who tried to stop them.

'The greatest story of our age... Be very afraid'
Sunday Times

[Read more and book.](#)



05.03.2015

Evening Event, 7pm - 8:30pm

how to: Will Self in conversation with Will Self:
Expect controversy
with Will Self

This will not be your usual Q + A. Will Self, the novelist and vociferous commentator, will be answering questions of profound importance; posited by himself, us, the audience, or simply pulled out of thin air. Questions such as: What will happen to literary culture in the wired world? Is the right/left political divide otiose? Is it possible to enjoy the city without money? What is the nature of consciousness? And many more beside...

Those curious for answers, will be able to put any question of their liking to Self. One warning: you might not like the answer...

[Read more and book.](#)



18.03.2015

Lunchtime Event, 12:45pm - 1:45pm

**how to: Great Thinkers: Daniel Dennett – A
Lunchtime Talk**
with Daniel Dennett

In this rare London appearance, the legendary philosopher and cognitive scientist Daniel Dennett will be speaking at the How To Academy in a new series of "Great Thinkers."

One of the most brilliant, vigorous minds of his generation, Daniel Dennett is considered by his legions of fans to be the pre-eminent secularist and cognitive scientist at work today.

[Read more and book.](#)



25.03.2015

Evening Event, 6.30pm-8pm

how to: Read the Qur'an
with Mona Siddiqui

Believed by Muslims to be the word of God, the Qur'an was revealed to the Prophet Muhammad fifteen centuries ago. It is addressed to everyone, regardless of class, gender or age. But what does this mean for the two billion people throughout the world who consult it every day?

A sacred text and a great work of literature, but also a manual of guidance – the Qur'an teaches how to live a family life, how to marry, whom to marry, what to eat and how to do business. It outlines the rights of the people: women and children and parents, husbands, wives and neighbours. It tells governors how to rule in war and in peace...

[Read more and book.](#)



21.05.2015

Evening Event, 6:45pm-8:00pm

how to: Ardennes 1944. Hitler's Last Gamble
with Antony Beevor

The Western Counterpart to Stalingrad

This major talk by Antony Beevor, the bestselling author of Stalingrad, Berlin, D-Day and The Second World War, timed to coincide with the launch of his new book Ardennes 1944, focuses on Hitler's ill-fated final stand when on 16th December 1944, Hitler launched his 'last gamble' in the snow-covered forests and gorges of the Ardennes on the Belgium/German border.

Although Hitler's generals were doubtful of success, younger officers and...

[Read more and book.](#)



DANCE



12.03.2015

Evening Event, 7pm-8.15pm

how to: Understand The Art of Tango

with Lady Greys Productions, Mark Phoenix, Natalie Hunt

"Life is like Tango... Sad, sensual, sexy, violent and quiet." (Unknown)

Following on from our highly successful evenings on understanding classical and contemporary ballet, The How To Academy presents – How To: Understand The Art of Tango.

The origins of the word 'Tango' are heavily contested. Some say it is from the Latin tangere, meaning 'touch.' Others claim it is from the Ibibio African word tamgu, meaning 'to dance.' Whatever the word's true etymology, it is without doubt that the essence of this dance...

[Read more and book.](#)



TRAVEL



17.03.2015

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

how to: Travel and Explore – A Literary Travel Evening

with Philip Marsden, Andrew Robinson, Isabella Tree, Jonathan Keates, Justin Marozzi, Katherine Rundell

Welcome to our inaugural evening, in partnership with Globalista, the first of an ongoing series at the Tabernacle. **The Sense of Place** will introduce travel writers, historians and explorers who will report for us on a rich medley of places and cultures.

Jonathan Keates, a prolific celebrant of cities, composers and the joys of Italy, will give us his shrewdly affectionate take on **Lisbon**. **Isabella Tree** will talk about **Nepal's** famous Living Goddess – a child chosen from the Buddhist caste of goldsmiths whose role is to watch over the ...

[Read more and book.](#)



LIFESTYLE



26.03.2015
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 [REDACTED], the online learning platform, a Grandmaster of Memory, has been regularly placed in the top 10 of the world memory championships and holds degrees in Cognitive Science and Philosophy from Oxford University and from René Descartes University, Paris. In 2007 he trained Josh Foer to...

Repeated due to popular demand.

[Read more and book.](#)



09.03.2015

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

how to: Understand your Mac
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? 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,...

[Read more and book.](#)



19.03.2015

Evening Event, 7pm - 8:30pm

how to: Be Mindful (Introductory Workshop)
with Louise Chester

A small shift in your thinking can have a major effect on your life.

Mindfulness is the smart new way to live. In the workplace it helps you build teamwork, enhance creativity and communication, and resolve conflict. In private life, it helps you to forget the fears of the past and future, and focus completely on the present and its potential. Being Mindful means making every moment count.

This workshop is for those who have little personal or practical knowledge of Mindfulness. Louise Chester will help you understand...

[Read more and book.](#)



PARTNER EVENTS



01.03.2015

Daytime Event, 3:30pm

How To : The Art of The New Yorker Cartoon
with Bob Mankoff

- ***Free Tickets***

How to Academy, together with Jewish Book Week, is delighted to present Bob Mankoff, cartoon editor of The New Yorker and master of the genre, on The New Yorker Cartoon.

We have a limited allocation of **free tickets** to Bob Mankoff's event on Sunday, 1 March at 3.30 pm at Kings Place, 90 York Way, London N1 9AG

To apply click on the link below and use the Promotional Code- **Academy**

[Read more and book.](#)



If there's a course **█** like to take which isn't currently included in our programme, email us with the details of what **█** 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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