

**From:** How To Academy <[REDACTED]>

**To:** j <jeevacation@gmail.com>

**Subject:** How To Give the Perfect Christmas Present - a How To Academy Gift Voucher

**Date:** Sat, 30 Nov 2013 18:03:51 +0000

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## How to: Christmas Presents

[View this email in your browser](#)



This Christmas, give your friends and family a new experience: a beautifully designed How To Academy Gift voucher.

The voucher can be delivered on any date you choose, or we can simply send an email - whenever you ask us to - with the voucher details included.

And [REDACTED] like to give you a new experience too. So for every voucher purchased, you can attend a cultural event of the same value. For free.

[To purchase a voucher click here](#)

Merry Christmas, from the How to Academy.

*\* Cultural events exclude How to Make a Film in a Weekend, and those events in the Business category*



#### BUSINESS

17.01.2014: Daytime Event, 9:30am-12:30pm  
**how to: Negotiate**  
with Gavin Presman

#### CULTURE

18.12.2013: Evening Event, 7pm-9pm  
**how to: Be Inspired To Write A Hit Song**  
with Barry Mason, Emily Phillips



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?

[Read more & book.](#)

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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 & book.](#)

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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



*'Words make you think. Music makes you feel. A song makes you feel a thought'* - Yip Harburg, lyricist of 'Over the Rainbow'

How many songs have provided the soundtrack of your life? How often have you got through the bad times because of a song? How often have you shared the good times with a song? Wouldn't it be great to have written one of those songs?

[Read more & book.](#)

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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.



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?

[Read more & 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. It's the key to building a community who will care about what you're saying and connect 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 & book.](#)

04.02.2014: Evening Event, 6:45pm-8:30pm  
**how to: Be Your Own Landlord**  
 with Victoria Whitlock

[Read more & book.](#)

11.01.2014 - 12.01.2014: Weekend Event,  
 10am-5pm on Saturday, 12pm - 5pm on Sunday  
**how to: Read Proust**  
 with Patrick McGuinness



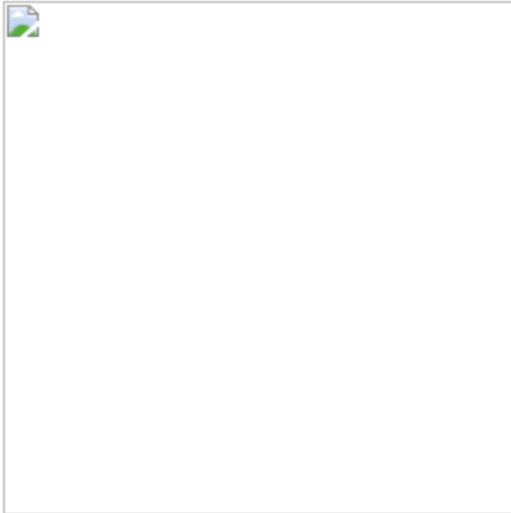
Proust's great novel has been described as 'a conspiracy against readers'. The course is designed for all who are resolved (or merely tempted) to embark on this voyage for themselves, offering a variety of useful charts and soundings, and a checklist of what to bring along as essential kit.

[Read more & book.](#)

12.01.2014: Daytime Event, 10am-12noon(12-15yrs), 2pm-4pm(15yrs+)  
**how to: Makeup (A Masterclass for Teenagers)**  
 with Steff Roeg



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

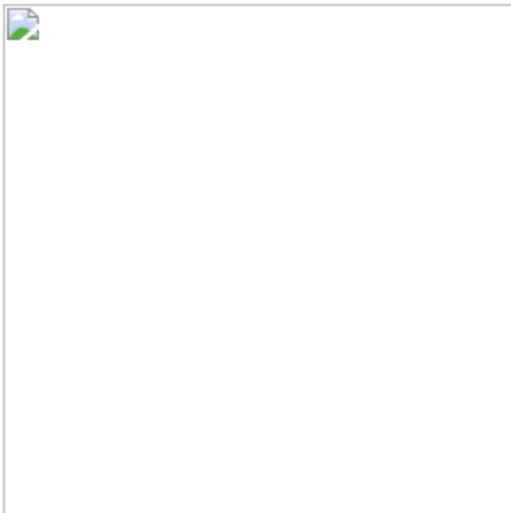


In this second edition of the How To Academy's Buy To Let seminars, we will demonstrate how landlords of primarily budget to mid-price accommodation can save money by dispensing with the services of an agent and self-letting and managing their properties.

[Read more & book.](#)

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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.

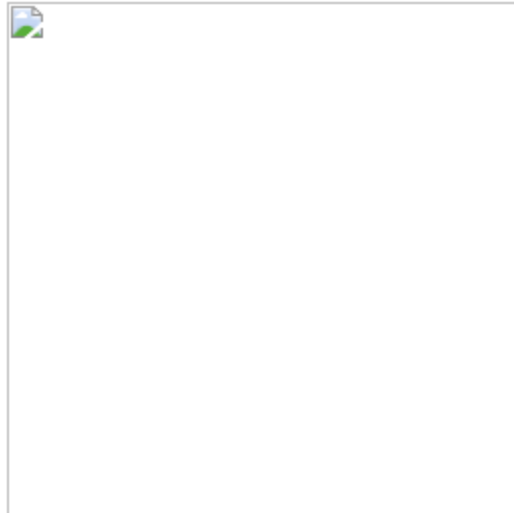
[Read more & book.](#)

deadly teenage sins (starting with over-plucking...), give top tips on affordable products, and show you the most fun places to shop.

[Read more & book.](#)

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02.02.2014: Weekend Event, 10am-5pm  
**how to: Photograph Wildlife**  
with Fiona Pitcher

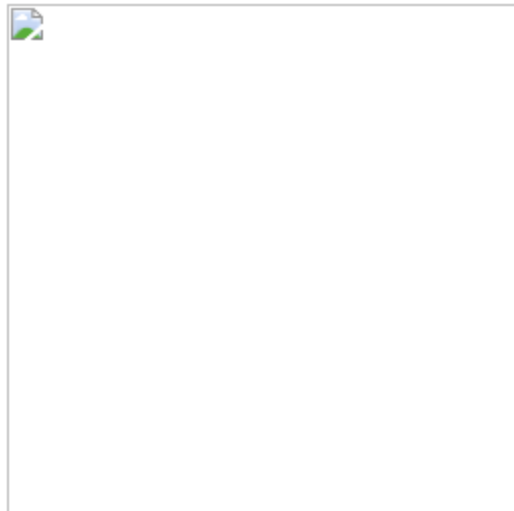


A one-day round tour of wildlife photography - using Regent's Park Zoo as our lens! In the morning session you will be introduced to the key areas of wildlife photography, with discussion of photos or videos already taken by participants. Followed by a session on animals in their habitat - whether safari 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 & book.](#)

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11.02.2014: Evening event, 6:30pm-9pm  
**how to: master the Telegraph crossword (and most other cryptic crosswords)**  
with Tim Moorey



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 & book.](#)

17.02.2014: Evening Event, 6:30pm-8:30pm  
**how to: Remember**  
with Ed Cooke



Confidence, n: Doing the Telegraph crossword puzzle with a pen.

For enthusiasts at all levels who are still using pencils, this evening event will provide the clues you need to cracking cryptic crosswords. Tim Moorey will explain the Ximenes rules and take you through the basics, after which - with the help of a Hendricks Gin break - you will divide into pairs to solve a puzzle of your own. In the words of Stephen Sondheim, 'The nice thing about doing a crossword puzzle is you know there is a solution.'

[Read more & book.](#)

01.03.2014 - 02.03.2014: 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 & book.](#)

11.03.2014: Daytime Event, 10am-5pm  
**how to: Read Samuel Beckett**  
with Christopher Ricks

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.

[Read more & book.](#)

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18.02.2014: Evening Event, 6:30pm-8:30pm  
**how to: Invest Your Money (Investment Trusts, Gold, Index Funds and so much more.)**  
with Jonathan Davis



An evening briefing, taught by one of our leading independent investment experts, on how to invest your money sensibly: what your options are, the principles you need to understand, and where the pitfalls lie.

[Read more & book.](#)

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25.02.2014: Evening Event, 6:30pm - 8:30pm  
**how to: Be Mindful**  
with Louise Chester



*'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 & book.](#)

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09.01.2014: Evening Event, 7-8:30pm  
**how to: How Europe Went to War in 1914**  
with Norman Stone, Professor Christopher Clark



The Great War created the modern world. Sixty-five million troops mobilised, three empires demolished, twenty million military and civilian deaths, twenty-one million wounded, and the victors themselves irreparably damaged. It ended the era of relative peace and benevolence, destroyed the culture of Europe, and unleashed the twentieth century – ushering in a yet more destructive war and giving birth to ideas that continue to shape our world today: in the arts, in psychology and medicine, in economics and society.

[Read more & book.](#)

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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.

[Read more & book.](#)

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04.03.2014: Evening Event, 6:30pm-8:30pm

**how to: Read Yourself and Others: An Emotional Intelligence Seminar**

with Dr Chris Gerry



Ever wondered how to better understand people at work, socially or romantically? Well this seminar lets you understand how to improve your emotional intelligence and learn how to better respond to people in a variety of situations. Hints, tips explanation and fun all in a two hour session.

[Read more & book.](#)

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12.03.2014: On Demand

**how to: Choose a Business Partner**

with John Gordon

06.03.2014: Evening Event, 6:30-8:30pm

**how to: Judge Napoleon**

with Robert Tombs, Dr. Michael Rowe



Historians gather the evidence but they must also make judgements, bringing order to what is knowable and interpreting the tangle of events. How To Academy offers a new kind of seminar, in which two historians present differing views of a key figure or moment.

[Read more & book.](#)

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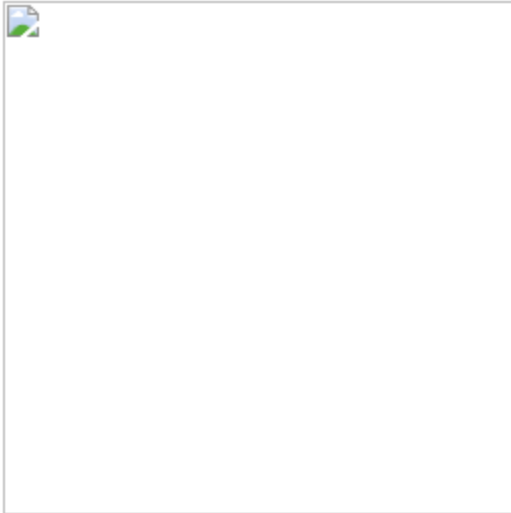
25.01.2014 - 26.01.2014: Weekend Event, 10am - 6pm

**how to: Philosophize in a Weekend**

with Jane O'Grady



Who am I? How do I know what I know - or whether things are really as they seem? How should I live? Now is the chance to find out, in the space of a weekend. Some of the answers, by some of the greatest thinkers: Plato's Cave, Descartes' cogito, Kant's imperatives, Freud's libido, Sartre's waiter. These riddles and many more will be solved, as well as the key ideas - illuminating, plausible, suggestive, absurd - that have shaped Western civilisation between 600 BC and 2013.

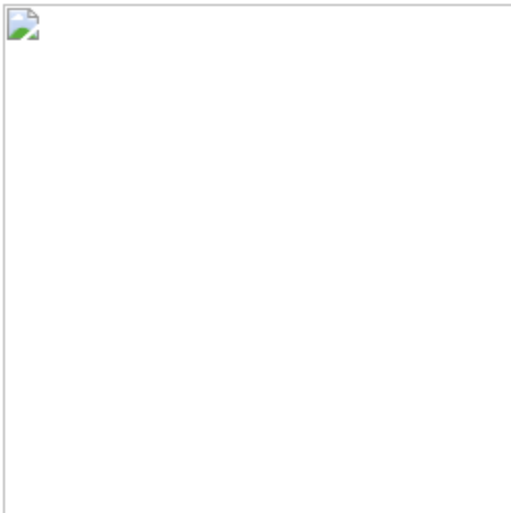


No one ever imagines that going into partnership can prove disastrous. But too often, that's exactly what happens. In this innovative personalised session, you will be guided through the potential reefs and learn how to skirt them.

[Read more & book.](#)

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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? 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 & book.](#)

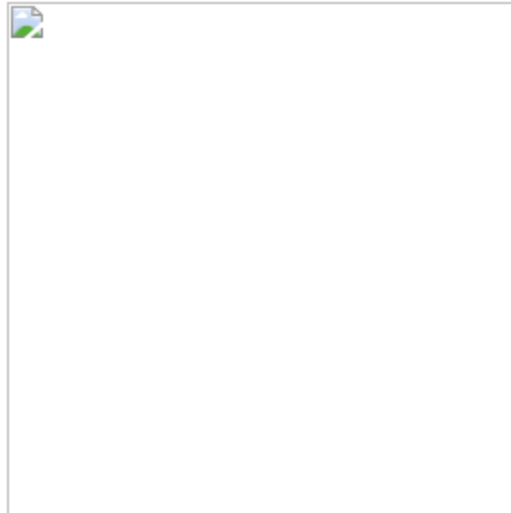
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18.03.2014: Daytime Event, 9:30am-5:30pm  
**how to: Present**  
with Neil Chalmers

[Read more & book.](#)

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08.02.2014 - 09.02.2014: weekend course,  
10am - 6pm on both days  
**how to: Make a Film in a Weekend**  
with Bartek Dziadosz



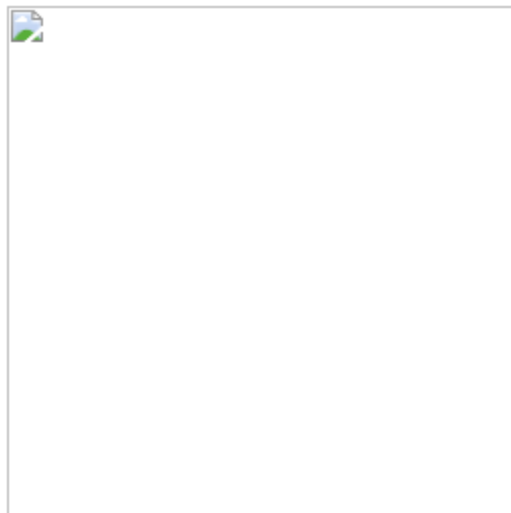
Impossible? Not if you attend one of these ingeniously thorough training courses. At 10am on Saturday you will learn how to switch on the camera, and by 6pm next day you will be in a cinema seat watching your own three-minute short on the big screen.

***Due to the popularity of this weekend, we're repeating it for the third time...***

[Read more & book.](#)

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23.02.2014: Weekend Event, 10am-5pm  
**how to: Listen to Wagner**  
with Rupert Christiansen



His origins are mysterious. He was largely self-taught, could barely play an instrument, and was an 'indifferent' score reader. He deeply loved Beethoven. He spent his life escaping creditors. He was ruthless, frightening and reputedly amoral. His later years brought fame



and patronage, and his musicality blossomed in a series of masterpieces - including Tristan und Isolde, the Ring Cycle, The Meistersingers and Parsifal - some of the most loved and most innovative works created by any composer in the 19th century.

[Read more & book.](#)

*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 performance not just occasionally but every time.

[Read more & 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.



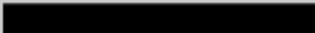
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