

From: How To Academy <[REDACTED]>

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Subject: 5m TED views neuroscientist Beau Lotto on Science of Seeing Differently|Simon Callow on Wagner| Celebration of Dogs|100 Days President Trump debate

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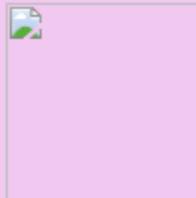
Newsletter February 2017



30.05.2017

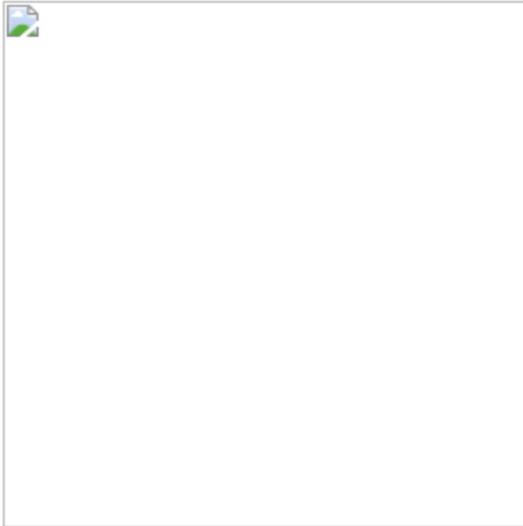
The Science of Seeing Differently

Renowned neuroscientist **Beau Lotto** whose **TED talk** has had **nearly 5m views** presents a **groundbreaking guide to understanding perception**, which will transform the way we see, and unlock our ability to create, innovate and effect change.





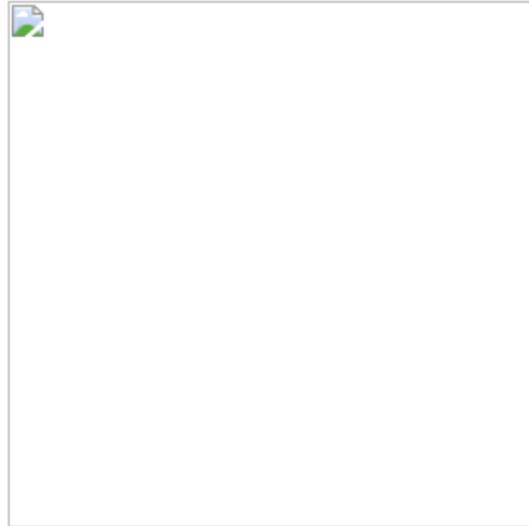
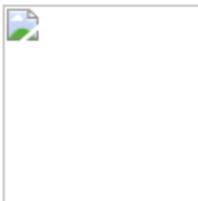
how to: HIGHLIGHTS



30.03.2017

Fix the Global Refugee Crisis
with Alexander Betts and Paul Collier

The world is facing its greatest refugee crisis since the Second World War and with the crisis deepening and a xenophobic backlash in Europe, it is time for a new vision. In this talk, Professor Paul Collier, bestselling author of *The Bottom Billion*, and Professor Alexander Betts, whose sensational TED talk on Refugees has received nearly 1m views, will set out the practical solutions and policies to deal with the crisis and outline an major...

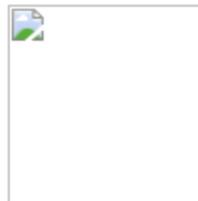


07.03.2017

An Evening of Radical Thinking – the case for free money, a 15-hour working week, and more

Rutger Bregman in conversation with Gaby Hinsliff.

In this talk based on his new book *Utopia for Realists* – hailed by the Bookseller as “a must-read “big ideas” book with the potential to rival Thomas Piketty’s *Capital* and the works of Yuval Noah Harari in its impact” – major new thinker Rutger Bregman, will explore how we can reconstruct society with visionary ideas that are in fact, entirely practicable.





28.03.2017

The Secret Life of the Brain. How Emotions are Made.

with Lisa Feldman Barrett

An unique opportunity to hear pioneering psychologist, Professor Lisa Feldman Barrett on '*How Your Emotions Are Made*', one of the most radical and groundbreaking science books to be published in a generation.

In this talk Professor Barrett will draw on the latest scientific evidence to reveal that our ideas about emotion are dramatically, even dangerously, out of date.



11.05.2017 - 14.05.2017

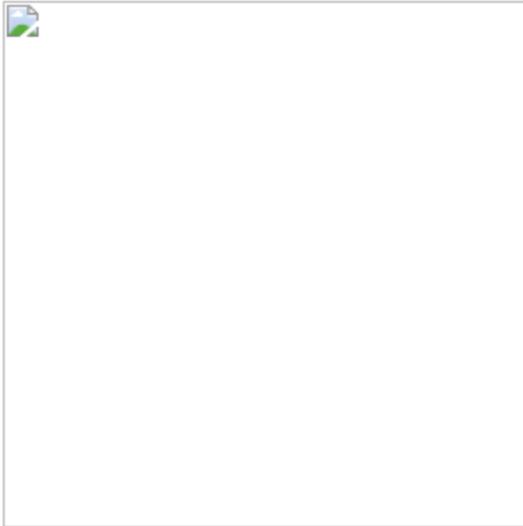
Weekend retreat in Spain, near Seville

with Alexandra Harnden & 3 more speakers

Join us for The how to: Academy's annual May retreat in Andalucia, the birthplace of Velasquez and Picasso, of Segovia – the father of modern classical guitar – and of the poet Lorca.

We will be staying at the astoundingly beautiful Trasierra – '*the hotel for people who don't like hotels*' – a country retreat in the hills an hour north of Seville, a hidden estate with views across to the Mediterranean and Morocco.



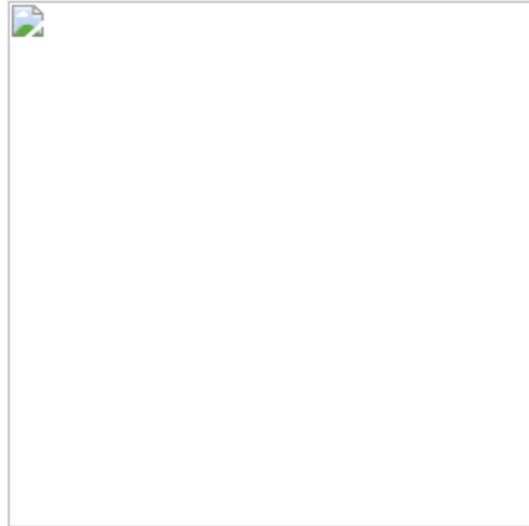
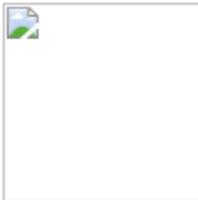


27.02.2017

**Great Masters Series: Will Self on
Dostoevsky's Brothers Karamazov**
with Will Self

Following his sold-out talks on Joseph Conrad, Franz Kafka and James Joyce, Will Self is back with another tour de force exploration of Dostoevsky's *Brothers Karamazov*.

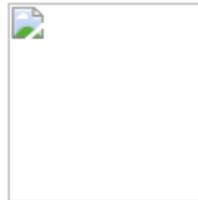
Dostoevsky's nightmarish novel, the story of a penny-pinching lecher and his four sons, is one of the supreme achievements in literature.



06.03.2017

Simon Callow on Wagner
with Simon Callow

Wagner alone is Wagnerian, the most extreme composer in history. The appeal of his music is sensuous and hypnotic. His popularity has never been greater, and productions of *The Ring Cycle* worldwide are invariably sold out in advance. No other composer has elicited such passionate responses – for and against. His position is secure yet unstable. What is it that makes Wagner so controversial, as if ...





how to: NATURE



Dogs! Young ones, olds ones, scruffy ones, funny ones...
on March 23rd, we'll be celebrating them all.

[READ MORE](#)



20.04.2017 - 21.04.2017

Recognise Birdsong at Knepp Castle, Sussex

with Tim Dee

Dawn chorus in the spring is a magical experience and nowhere more so than at Knepp Castle.

We will leave on the afternoon of the 20th April from Victoria on the Gatwick Express then be driven to the Knepp Castle Estate.



09.05.2017

A Masterclass in Understanding Rewilding

with Charlie Burrell

We will meet in the morning at Victoria Station, take the Gatwick Express and then after a short drive arrive at Knepp Castle.

We will start the day over tea, coffee and biscuits with an illustrated talk by Charlie Burrell, Owner of Knepp and Chairman of Rewilding Britain, on what is Rewilding...





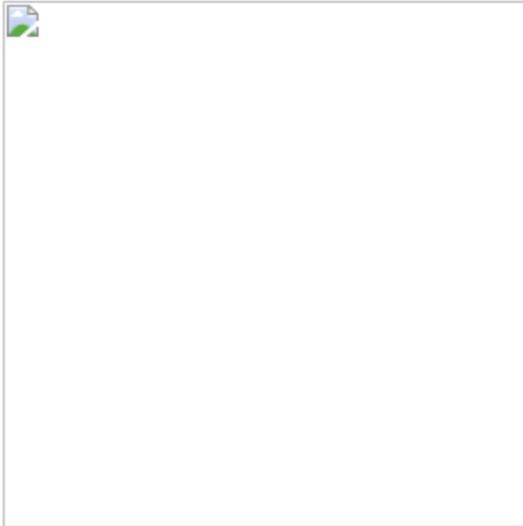
how to: BUSINESS



How to Influence with integrity (the art and science of yes)

Whether in your personal or professional life, it is likely that you need to influence others to create results.

[READ MORE](#)

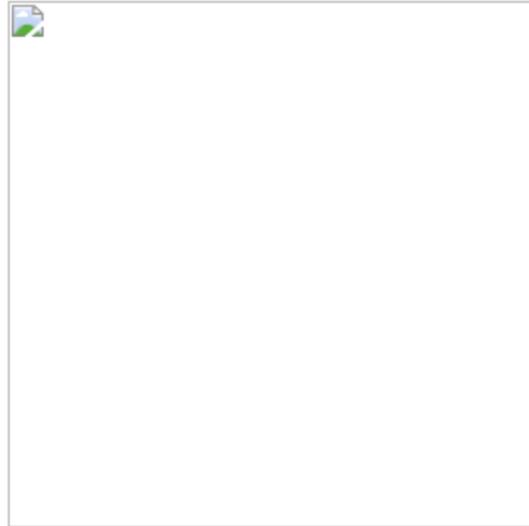
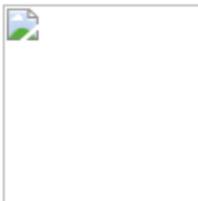


20.02.2017

Business Masterclass: 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...

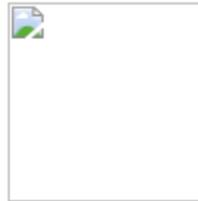


03.03.2017

Business Masterclass: 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.





how to: **DEBATE**



The immediate future looks unscriptable, what will it look like on **May 16th**? **Arguing for** Trump will be **Melanie Phillips** and **James Delingpole**. **Arguing against** will be **James Rubin** and **Jonathan Freedland**. And **moderating** the debate will be **Emily Maitlis**. Book now to avoid disappointment...

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