

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

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

**Subject:** New: 29 million viewed Ted speaker, Harvard Professor Amy Cuddy on Body Language, plus A.A.Gill, Gloria Steinem, Will Self, & Christmas gift vouchers.

**Date:** Tue, 08 Dec 2015 10:01:47 +0000

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## How to: Spring Programme

[View this email in your browser](#)



12.02.2016

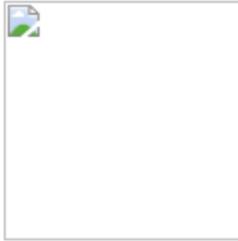
Lunchtime event, 1:00pm - 2:00pm

**how to: Have Presence, and be Self-Assured in Moments of Pressure**  
with Amy Cuddy

With a TED talk that has attracted over 29 million views, social psychologist Amy Cuddy is undoubtedly the most influential expert in non-verbal communication in the

world today. She joins the how to: Academy in February to give a masterclass in *Presence*: the ability to shape the impression we give to others, and ensure that we feel strongest in the moments that *really* matter.

From job interviews to break-ups, arguments to business deals, we frequently find ourselves in situations that require us to articulate our genuine views and opinions with eloquence and strength. Too often, we come away from these challenges feeling that we have short-changed ourselves, given a false impression, or missed an important point. In this talk, Amy Cuddy will draw on cutting-edge science to explain how we can adopt physical and psychological behaviours that will allow us to feel self-assured in high-pressure moments....





## MAJOR TALKS

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09.02.2016

## **how to: An Evening with A. A. Gill**

A.A. Gill in conversation with John Mitchinson

An unmissable evening with A.A.Gill in conversation with John Mitchinson on the occasion of his new book *POUR ME, A Life*, his dark yet laugh-out-loud memoir, which charts the soggy tangle of a shredded life; the year between the end of his marriage and the end of his drinking .

"The one miserly charity of drink is that it strips away memory. You start by forgetting the last hour of Saturday night, a name, a conversation, how you lost your shoes, and then, as life begins to tumble like an up-ended skier, so the avalanche of forgetting comes and sweeps up the evidence, burying the remembrance in a soft white darkness, a roaring silence. After a time you've forgotten more than you can remember. For me, out of a decade I have perhaps two years, perhaps three, of remembrances ... There is a hope, if not a reliable fact, that this is the best I can muster, this is a retrospective truth gleaned from the shards and tesserae. An attempt to reimagine something lost, an emotional archaeology" A.A. Gill

[Read more and book now](#)





24.02.2016

## **how to: An Evening with Gloria Steinem**

with Gloria Steinem

Gloria Steinem, fearless journalist, political activist, voice for women everywhere, is back on the road. Her new book – the first she has published in twenty years – is the story of her travels, from childhood trips in her father's trailer to the campaign trail of Hillary Clinton. It is in planes, trains and automobiles that Steinem has encountered what she calls 'the surrealism in every day life', and on this one-stop tour you can hear the legendary speaker, who has taken to the podium on the most pressing issues of our time, reflect on her life-long journey.

With the unique perspective of one of the greatest feminists of the 20th and 21st centuries, this will be an inspiring, profound, enlightening talk about one woman's life-long journey.

[Read more and book now](#)





04.02.2016

## **how to: Joseph Conrad, Heart of Darkness**

with Will Self

*'And this also,' said Marlow suddenly, 'has been one of the dark places of the earth.'*

Thus Charlie Marlow, sitting cross-legged on board the Nellie as dusk falls over the Thames, tells the tale of his journey down the Congo and his meeting with the mysterious ivory trader, Kurtz.

Since its publication in 1899, Joseph Conrad's enigmatic novella has been analysed more than any other work of literature, while those who have not read the book will have seen Francis Ford Coppola's famous adaptation, *Apocalypse Now*.

But what does Conrad mean by comparing London and Africa as places of darkness? What does Kurtz mean by his last words, 'The horror, the horror!'? And – most importantly – what does it all mean to Will Self?

Join us for an evening explanation and revelation, as we journey into Conrad's Heart of Darkness.

*Do you see him? Do you see the story? Do you see anything? It seems I am trying to tell you a dream...*

[Read more and book now](#)





18.02.2016

**how to: History's People: Tyrants, Heroes, Rebels and Dreamers.**  
with Margaret MacMillan

Who were the great personalities who shaped history? And who were the most astute observers, glorious adventurers, and admirable risk-takers of the past? Who *really* deserves our recognition?

In this special event for the how to:Academy based on her new book *History's People* the internationally acclaimed historian Margaret MacMillan will present pen-portraits of the historical individuals who she believes deserve our recognition and understanding.

From leaders that have made huge and destructive mistakes, such as Hitler, Stalin and Thatcher, to the dreamers, explorers and adventurers who defied the constraints of their own societies, MacMillan will deftly unravel the hidden biographies of the people whose voices and actions stand out through the complexities of global history.

[Read more and book now](#)



## ULTIMATE CHRISTMAS PRESENT

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23.01.2016 - 24.01.2016

## **how to: Make a Film in a Weekend**

with Bartek Dziadosz

**Impossible? Not if you attend this ingeniously thorough, hands-on training course. 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 fourth time...***

A weekend course to introduce you to all aspects of film-making, from turning ideas into a script, planning the production process, operating the camera and discovering the joys of editing. You will learn how to weave narratives, make persuasive arguments and compose stunning shots. Practical components form a major part of the course, where you have an opportunity to work with widely used digital still cameras and user-friendly editing software to produce your film. At each stage you will be guided by a tutor, and receive immediate feedback. At the end of the second day your film will be screened in a state of the art cinema, to which you can invite your family and friends.

**[Read more and book now](#)**



## CONTINUOUS PROFESSIONAL DEVELOPMENT

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22.01.2016  
**how to: Speak in Public**



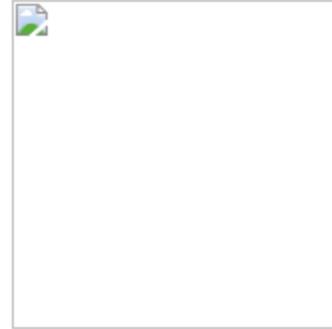
**12.02.2016**  
**how to: Sell (The art of  
getting anyone to say yes to  
anything)**  
with Gavin Presman  
[Read more and book now](#)

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.

Does the prospect of addressing a roomful of people leave you weak with terror? Does your mouth dry up and your stomach turn over at the invitation to speak? Can you imagine a future in which you can stand up and speak to a crowd without feeling like a fool? Make your fear a thing of the past. This practical and interactive session is for people who want to appear confident and in control even when they are feeling...

[Read more and book now](#)



**19.02.2016**

**how to: Negotiate**  
with Gavin Presman

[Read more and book now](#)



TRAVEL & ADVENTURE

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11.02.2016

## **how to: Walking the Himalayas**

with Levison Wood

Explorer, bestselling author and presenter of Channel 4's hit documentary series 'Walking the Nile', Levison Wood rarely stays in one place for very long. The how to: Academy has managed to pin him down for an extraordinary evening of stories from his most recent expedition, 'Walking the Himalayas'.

Following footpaths worn by local travellers across the 'Roof of the World', Levison met and walked alongside shepherds, porters, soldiers, farmers, mountain men and shamans. Along his journey, he uncovered the hidden tales of the Himalayas, and formed close bonds with the inhabitants of this magnificent mountain range....

[Read more and book now](#)



## LIFESTYLE

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18.01.2016

## **how to: How to Have a Good Day : Think bigger, feel better and transform your working life.**

with Caroline Webb

### **Have a good day!'**

We've all heard the dreaded words. Some of us have even said them. How can we ensure that we will have a good day, that tomorrow will also be a good day, that everyday will be a day in which everything goes our way?

If your New Year's resolution is to maximize your energy, get the best from every conversation, and wake up each morning your smartest, wisest, most creative self, then this is the event for you. Using science-based strategies, Caroline Webb, management consultant and executive coach, will show how how easy it is to boost effectiveness, happiness, and productivity both at home and at work.

Make this the first day of the rest of your life!

[Read more and book now](#)



## MEMOIR

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03.02.2016

## **how to: How to Investigate a Family Secret**

with Jeremy Gavron

In 1965, a beautiful young woman gassed herself to death in Primrose Hill, north London. Like Sylvia Plath, who died in eerily similar circumstances two years previously just two streets away, she was a writer, and the mother of two small children.

Her name was Hannah Gavron, and she left behind an about-to-be-published manuscript, *The Captive Wife*. Her young son, just four at the time of his Hannah's suicide, grew to become the author, Jeremy Gavron.

Searching for the mother who was never talked about as he grew up, Jeremy Gavron discovered letters, diaries, and photos that paint a picture of a brilliant but complex young woman grappling to find an outlet for her creativity, sexuality, and intelligence. His resultant memoir of his mother, *A Woman on the Edge of Time*, not only documents the too-short life of an extraordinary woman; it is a searching examination of the suffocating constrictions in place on intelligent, ambitious women in the middle of the twentieth century....

[Read more and book now](#)



## GIFT VOUCHERS

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## **how to: Gift Vouchers**

with how to: Academy

### **An unforgettable experience. A how to: Academy voucher.**

A how to: Academy voucher arrives as an elegantly printed, embossed card. Its recipient will know immediately that they have been given something very special.

A how to: Academy voucher is no ordinary present. It is an invitation to hear world-famous authors, superstar academics, and the political and economic leaders of the 21st century. It is an opportunity to learn almost anything, from how to: Read Joseph Conrad, to how to: Build a Business.

Our gift vouchers can be used for any event or course. They are beautifully printed and delivered to you or the recipient, and have no expiry date.

### **The gift of a how to: Academy voucher**

- An elegant, embossed card
- Can be used for any course or event
- No expiry date
- Order below, and we will contact you to arrange delivery

### **Our gift to you**

For every £50 you spend on how to: Academy vouchers, we will give you one free ticket to an evening or lunchtime event of your choice in 2016.

[Read more and book now](#)





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