

From: How to Academy <[REDACTED]>

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Subject: How To: Last tickets for Michael Lewis. Future of Retail. Hitler's Last Gamble. Behavioural Economics. Body Language.

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How to: Spring Programme and Highlights

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09.04.2015

Evening Event, 7:00pm

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

"I read Lewis for the same reasons I watch Tiger Woods. I'll never play like that. But it's good to be reminded every now and again what genius looks like." Malcolm Gladwell

Special Price Tickets £18-£22.50 using the promotional code **HOWTO**.





MAJOR LUNCHTIME TALKS



12.05.2015

Lunchtime Event, 1pm - 2pm

how to: Inspiration. Moments of Insight that Shape Our World.

with William B. Irvine

Insights sometimes hit us like a bolt from the blue. For Archimedes, clarity struck while he was taking a bath. For Gustav Mahler, it came as the blades of his oars touched the water. And for Albert Einstein, it emerged while he was talking to a friend. Why do these moments of insight strike so suddenly? Why do they so often come to us when we are focused on something completely unrelated? And when great ideas “come to” us, where do they come from?

Drawing on his latest book – *Aha! The Moments of Insight that Shape Our World*, philosopher...

[Read more and book.](#)



11.06.2015

Lunchtime Event, 12:45pm-13:45pm

how to: Misbehaving- The Making of Behavioural Economics

with Richard H. Thaler

This talk for the How To Academy coincides with the publication of Richard Thaler's new book on behavioural economics.

Richard Thaler has spent his career studying the radical notion that the central agents in the economy are humans—predictable, error-prone individuals. Traditional economics assumes rational actors. Early in his research, Thaler realized these Spock-like automatons were nothing like real people. Whether buying an alarm clock, selling football tickets, or applying for a mortgage, we all succumb to biases and make...

[Read more and book.](#)



NEXT FORTNIGHT HIGHLIGHTS



30.03.2015

Daytime Event, 10:00am-11:30am

how to: The High Street, Out of Town Shopping Centres, Online – The Future of Retail
with Chloe Markowicz

Is digital killing the High Street? Chloe Markowicz will explore the threats and opportunities that retailers today face and explain how the High Street can remain relevant to shoppers in an increasingly online world. She'll demonstrate how retailers can convert browsers into shoppers by creating unique experiences and investing in convenience. Using case studies from the most innovative brands from around the world, Chloe will investigate how retailers are driving footfall in-store and giving people a reason not to shop on Amazon.

[Read more and book.](#)



31.03.2015

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

how to: Effective Networking for Business and Career Development

with Judith Perle

Are you as well connected as you could be? Do you regard networking as an 'optional extra'?

Networking is crucial. Only if you understand how networks really work can you capitalise on your communication skills, and not miss the opportunities that come your way. Whether you are looking for a new job, to keep your career on track, to improve your skills, or to enhance your profile, this masterclass is for you.

Judith Perle co-founded the training consultancy Management Advantage () after ...

[Read more and book.](#)



13.04.2015

Evening Event, 6.30pm-7.45pm

how to: Understand the Prime Minister of India – Narendra Modi. (And How to win an Election)
with Lance Price

Who is Narendra Modi and how did a 'chai wallah' who sold tea on trains as a boy become Prime Minister of India?

In this talk by Lance Price, the former Director of Communications at No 10 under Tony Blair, coinciding with his new book, " Inside Narendra Modi's campaign to transform India", we will gain insight into an extraordinary man. A teetotal, celibate vegetarian. A man for whom there are no sports, no hobbies, no family ties. A 23/7 politician who sleeps 4 hours...

[Read more and book.](#)



15.04.20155

Evening Event, 6:30pm-8:00pm

how to: Build Your Readership & Publish Successfully. (A Masterclass in Marketing for writers and publishers.)

with Hellen Barbara

Whether you're an entrepreneur looking to learn more about publishing, an aspiring or established author, or a publisher, it's important to learn how to navigate the publishing industry as new technologies and trends emerge. This class will teach you how to maximize your success by putting more emphasis on pre-publication marketing efforts, with actionable tips and ways to do so. Learn how to leverage your existing network to create the momentum and buzz you need to stand out in the ever-growing publishing arena.

[Read more and book.](#)



BUSINESS & WORK



22.04.2015
Evening Event, 6:30pm-8:30pm
how to: Speak 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.

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...

[Read more and book.](#)



23.04.2015

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

how to: Use Twitter for Business
with Chloe Markowicz

Twitter has become an essential marketing tool, but what should businesses actually tweet about? How can they use the platform to actively engage their audiences and what pitfalls do they need to avoid? This seminar will cover best practice examples of the most creative uses of twitter and explore what so many brands are doing wrong....

[Read more and book.](#)



27.04.2015

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

how to: Transform your Work Life (A Masterclass in workplace creativity and mindfulness)

with David Pearl

International expert on 'business as unusual', David Pearl shows how to be more creative, more curious and more conscious at work. David sees possibilities everywhere including in the tedious bits. This is an intensive, practical session (limited places) for people who want to innovate, boost productivity, get themselves or their companies out of a rut and find magic even in the monotony.

David Pearl – creative confidante to top CEOs, business- and self-development specialist, speaker, author and arts-in-business pioneer....

[Read more and book.](#)



11.05.2015

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

how to: Start a Business (For Women only)

with Anna Percy-Davis

Do you have an idea or a product you want to sell? Have you always dreamt of running your own business, being the master of your own destiny, running an empire? Do you have a vision of being an entrepreneur? Or is it just that you want to do something that is fun, quirky, different and interesting and that is all yours? If so (and you are female!) this workshop is for you!

This three hour workshop will help you to define your idea, product and unique selling point. From this you will create your mission statement and the values underlying it. And then begin to create a workable business plan to actually get you started and, if necessary, raise the capital required....

[Read more and book.](#)



16.06.2015

Evening Event, 6.30pm-8pm

how to: Interpret Body Language (Taught by deaf trainers)

with Skyway Academy

Imagine that everyone you've ever spoke to heard the opposite message you tried to communicate. It is possible that this has actually happened with some of the people you've spoke to today. What exactly is your body telling people? What exactly is their body telling you?

With body language comprising up to 90% of our overall communication, this workshop taught by deaf trainers, who necessarily have been analysing body language since birth, will help you become more conscious of the signals you send and better at interpreting the signals sent by others....

[Read more and book.](#)



INVESTMENT



28.04.2015

Evening Event, 6.30pm-8.30pm

how to: Invest like Warren Buffett
with Jonathan Davis

Warren Buffett, often dubbed The Sage of Omaha, is widely recognised as the most brilliant investor of the modern era. A single \$10,000 investment in his original investment partnership would today, if reinvested in his investment company Berkshire Hathaway, be worth more than \$500m. Its shares have risen 10x in value over the last 20 years alone. Buffett himself remains in the top five of the annual Forbes Rich List, despite pledging to give away more than \$30 billion of his fortune to charity in the last five years.

His reputation as an investment genius is richly deserved, as a number of independent empirical studies have confirmed....

[Read more and book.](#)



HISTORY



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 NCOs were desperate to believe that their homes and families could be...

[Read more and book.](#)



FILM



05.12.2015

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

how to: Write Your First Screenplay
with Simon Hunter

It costs you nothing to write a cracking feature film screenplay...just time and talent. In this course you will learn the first steps needed to writing that long imagined but never realized script. With a few short but manageable steps you will acquire the knowledge to start working on your first feature film screenplay.

This course is intended for complete novices or those of you who have written before but need to know how to take your screenplay to the next level.

This course will cover everything you need to get going. Topics include...

[Read more and book.](#)



GRADUATES



29.06.2015 - 30.06.2015

Daytime Event, 9:30am-17:30pm each day with lunch break from 1-2pm

how to: Job Boot Camp (A two day workshop in finding a Job)

with Anastasia Baker, Frances Wilson, Edie Lush, Jasmine Birtles, Judith Perle, Rachel Spedding, Tanya De Grunwald

How do I write a stunning application letter? How can I make my CV stand out? How do I secure an internship? How can I shine in an interview?;

Don't despair: The How To Academy has the know-how

Building on the success of our Student Life-Skills jamborees, we have programmed a nuts-and-bolts, back-to- basics two-day boot camp to meet the needs of students about to graduate and University graduates starting out ...

[Read more and book.](#)



LIFESTYLE



24.06.2015

Evening Event, 6.30pm-8.00pm

how to: Make the Transition from City Life to Self-Sufficient Rural Living. (The 'Good Life' on a Smallholding.)

with Simon Dawson

Following a drunken misunderstanding one New Year's Eve, Simon Dawson inadvertently found himself leaving his lucrative life in London to start a smallholding on the wilds of Exmoor with his wife, Debbie. In this talk for the How To Academy, Simon will tell us how to up sticks and realise for ourselves 'The Good Life' and what adventures to expect along the way in transitioning from city to country life.

[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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