

From: How To Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Avoiding scams. Will Self & Ali Smith. A.A. Gill, Gloria Steinem, Margaret MacMillan on Tyrants, Amy Cuddy - 2nd most viewed TED talk ever.

Date: Tue, 15 Dec 2015 10:07:15 +0000

How to: Spring Programme

[View this email in your browser](#)



25.01.2016

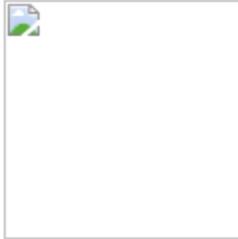
Evening event, 6:45pm – 8:00pm

how to: The Art of the Confidence Trickster: a Masterclass in Psychology
with Maria Konnikova

Would you know if you were being conned? Join New York Times bestselling author Maria Konnikova as she explores and explains the psychological principles that make

swindling us so easy. From suspicious-looking emails to seductively-structured investment programmes, tricksters and grifters use everything at their disposal to persuade us to part with our money. In a world in which the internet makes it easier than ever to access information and adopt new identities, even the savviest of individuals can be tricked. Could you be?

In this entertaining and insightful talk, Maria Konnikova will tell the fascinating stories about some of the most seductive imposters in history, taking us into the world of the con to examine not only why we believe in confidence artists, but how our sense of truth can be manipulated by those around us....





MAJOR TALKS



12.02.2016

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....

[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](#)





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](#)





15.03.2016

how to: An Evening with Adair Turner: On Money, Credit and Global Finance.

with Adair Turner

"Sometimes it's better for governments to print more money rather than rescue banks."

In this talk Adair Turner, the head of the Financial Services Authority in 2008, will argue against conventional wisdom and show why sometimes it's better to print your way out of financial crises, rather than shifting debt on to the public.

Drawing on his new book *Between Debt and The Devil*, Lord Turner will also demolish the arguments behind deregulating the financial industry, showing that most credit is not needed for economic growth but rather drives real estate booms and busts, and leads to financial crisis and depression....

[Read more and book now](#)



HISTORY



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](#)



TRAVEL & ADVENTURE



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](#)



LITERATURE



04.02.2016 , 17.02.2016 , 02.03.2016 , 16.03.2016 , 30.03.2016

how to: Literary Gift Voucher

with Will Self, Ali Smith, Deborah Levy, Joanna Kavenna, Rachel Cusk

Give a Literary Gift Voucher this Christmas. 5 Unmissable Talks for £100. (Normal Price £150.)

- 04.02.2016 Joseph Conrad, Heart of Darkness, with Will Self
- 17.02.2016 Thomas Mann, The Magic Mountain, with Joanna Kavenna
- 02.03.2016 Virginia Woolf, To The Lighthouse, with Deborah Levy
- 16.03.2016 Elena Ferrante, Neapolitan Quartet, with Rachel Cusk
- 30.03.2016 Katherine Mansfield, Short Stories, with Ali Smith

[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.'

[Read more and book now](#)



17.02.2016

how to: Thomas Mann, The Magic Mountain

with Joanna Kavenna

'A man lives not only his personal life, as an individual, but also, consciously or unconsciously, the life of his epoch and his contemporaries...'

[Read more and book now](#)



02.03.2016

how to: Virginia Woolf, To The Lighthouse

with Deborah Levy

She felt... how life, from being made up of little separate incidents which one lived one by one, became curled and whole like a wave which bore one up with it and threw one down with it, there, with a dash on the beach – Virginia Woolf

[Read more and book now](#)



16.03.2016

how to: Elena Ferrante, Neapolitan Quartet

with Rachel Cusk

'My goal is to disappoint the usual expectations and inspire new ones' – Elena Ferrante

[Read more and book now](#)



30.03.2016

how to: Katherine Mansfield, Short Stories

with Ali Smith

Risk anything! Care no more for the opinion of others ... Do the hardest thing on earth for you. Act for yourself. Face the truth –

Katherine Mansfield

[Read more and book now](#)



FAMILY



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



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](#)



ULTIMATE CHRISTMAS PRESENT



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



22.01.2016
how to: Speak in Public



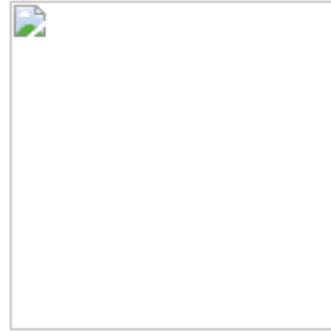
19.02.2016
how to: Negotiate
with Gavin Presman
[Read more and book now](#)

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](#)

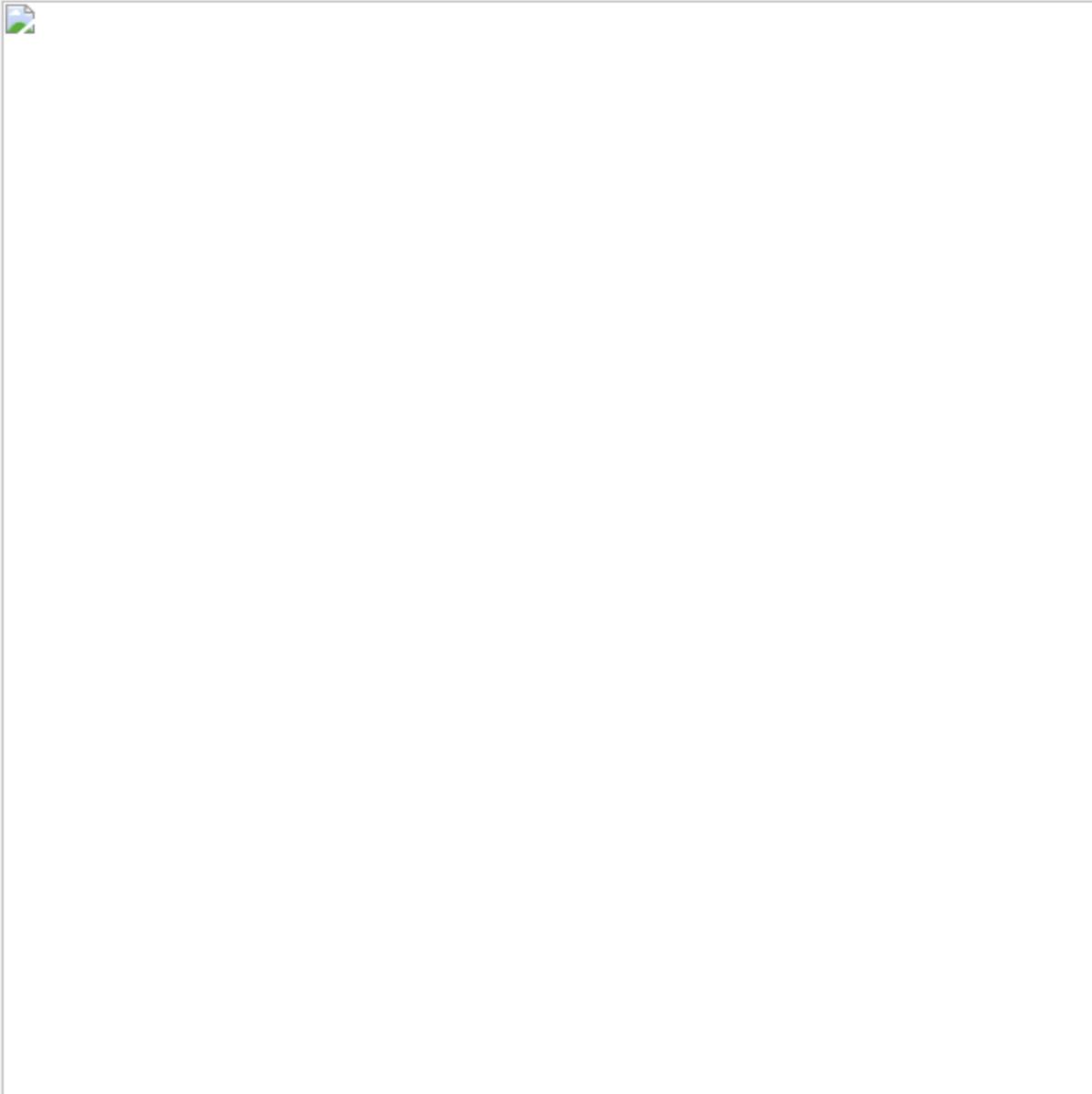


12.02.2016

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

with Gavin Presman

[Read more and book now](#)





[Follow on Facebook](#)

[Follow on Twitter](#)



Copyright © 2015 How To Academy, All rights reserved.

You are receiving this email because you opted in our website <http://howtoacademy.com> and indicated you wished to receive news about courses and offers.

Our mailing address is:

How To Academy
11 Aldridge Road Villas
London, England W11 1BL
United Kingdom

Add us to your address book

www.howtoacademy.com [how to: unsubscribe](#) [update subscription preferences](#)

