

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

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

**Subject:** New Events. The legendary Daniel Dennett, Mindfulness, Mastering your Mac, Behavioural Economics and last tickets for Werner Herzog.

**Date:** Wed, 14 Jan 2015 16:03:59 +0000

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## How to: Spring Programme and Highlights

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In this rare London appearance, the legendary philosopher and cognitive scientist Daniel Dennett will be speaking at the How To Academy in a new series of "Great Thinkers."

One of the most brilliant, vigorous minds of his generation, Daniel Dennett is

considered by his legions of fans to be the pre-eminent secularist and cognitive scientist at work today.



## JANUARY EVENTS



16.01.2015

Evening Event, 6.45pm-9pm

**how to: Werner Herzog in conversation with Paul Holdengräber: "Guidance for the Perplexed."**  
with Werner Herzog, Paul Holdengräber

*"Martin Luther was asked what he would do if the world were coming to an end that same day. There is a wondrous serenity to his response. "I would plant an apple tree," he said. Me, I would make a film."*  
Werner Herzog, from "Werner Herzog – A Guide for the Perplexed: Conversations with Paul Cronin" (2014).

Werner Herzog has produced, written, and directed more than 60 feature and documentary films, including Grizzly Man, Woyzeck, Aguirre, The Wrath of God, Fitzcarraldo, and ...

***Last Remaining Tickets***

[Read more and book.](#)



20.01.2015

Evening Event, 6:30pm-7:45pm

**how to: Beat Depression**

with Rachel Kelly, Jamie Arkell

Feeling low after Christmas?

Join consultant psychiatrist Dr Jamie Arkell and bestselling author Rachel Kelly as they discuss 'How to beat depression'.

Rachel will share her experiences of different approaches – drugs, therapy and, of all things, poetry.

Dr Arkell will discuss the most effective ways of treating the illness.

[Read more and book.](#)



22.01.2015

Evening Event, 6.30pm-8pm

**how to: The Behavioural Economics of Everyday Life**

with Joe Gladstone

Do you want to improve your finances? Increase motivation at work? Lead a happier and more fulfilling life? Achieve your goals? Then join us for this introduction to behavioural economics, and a look in to how it can be used to improve our everyday lives.

Drawing on the fields of economics and psychology, behavioural economics is currently one of the most popular ideas in formulating public policy and informing consumer studies. This is because understanding how and why people make decisions can help to influence behaviour; and goes to the very core of...

[Read more and book.](#)



26.01.2015

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

**how to: Lean In – A practical guide for women to advance their careers**

with Katie Driver, Cara Moore, Rina Goldenberg Lynch

Are you unclear about what Sheryl Sandberg means when she invites women to 'Lean In'? Are you keen to advance your career yet unsure which steps to take? Do you want to create an authentic strategy, feel more confident and follow it through?

In this session, three experienced coaches will help you set out the practical steps you can take day-by-day to make your successful career a reality. They will show you how to 'Lean In' with confidence so you can have the career you want and make it work....

[Read more and book.](#)



26.01.2015

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

**how to: Raise money for your new business**  
with Julian Costley

It's tough out there. As if coming up with a great idea wasn't a big enough challenge. You know you need funding, but how on earth do you go about getting it? Nowadays you can't just bang out a business plan and throw in the odd spreadsheet. Today's investors are too sophisticated. So, if you could use a little help, this course is for you!

You'll learn how to run a successful funding campaign combining approaches to angel investors with crafty use of the new crowd funding companies.

[Read more and book.](#)



29.01.2015  
Evening Event 6.30pm - 7.45pm  
**how to: Read Chaucer**  
with Paul Strohm

*"And gladly wolde he lerne, and gladly teche."* (G. Chaucer, *The Canterbury Tales*)

New Years Day, 1386. Middle-aged bureaucrat and occasional poet Geoffrey Chaucer is enjoying the comfortable London life. His close connections to the booming wool trade mean that he is rarely in want, at a time when the majority of his countrymen live in abject poverty.

However, just twelve months later, this part-time philosopher, bureaucrat, courtier and diplomat would find himself jobless, homeless, widowed and living in provincial exile....

[Read more and book.](#)



**MIND & BRAIN**



11.02.2015

Evening Event, 6.30pm-7.45pm

**how to: The Neuroscience of Decision-Making**  
with Henrietta Bowden-Jones

Decision-making, as we all know, is a barn-dance of reason and emotion. But here's something you might not know: the dance-floor is built out of neurons, and the brain is the engine-room of your destiny.

Join Henrietta Bowden-Jones on a round tour of the neuronal pathways that are activated in the decision-making process. From simple choices to the most extreme life-and-death scenarios, you will be shown how different parts of the brain help us to save our skins in adverse and uncertain conditions – or help us merely to save the day.

[Read more and book.](#)



17.02.2015

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

**how to: The incredible Power of Neuroplasticity: To improve and even cure Attention Deficit and learning disorders, reverse the symptoms of Parkinson's, and Multiple Scerelosis, and radically lower the risk of Dementia, and other problems of the brain**  
with Norman Doidge

For centuries we believed that the price we paid for our brain's complexity was that, compared to other organs, it was fixed and unregenerative – unable to recover from damage or illness. Discussing his revolutionary new book, Norman Doidge will turn this belief on its head.

The phenomenon of neuroplasticity – the discovery that the brain can change its own structure and function in response to...

[Read more and book.](#)



23.02.2015

A Lunchtime Event, 12.45pm–1.45pm

**how to: The Pleasure and Purpose of Behavioural Economics**  
with Paul Dolan

Happiness is many things to many people. Some say it is the meaning of life... the Beatles a warm gun. But most would argue that it is unquantifiable. Most, however, do not include Paul Dolan.

As a Professor of Behavioural Science at the London School of Economics and an expert in behavioural economics, Dolan conducts original research into the measurement of happiness and its causes and consequences.

During this talk, Dolan will discuss his new book, Happiness by Design. The book shows...

[Read more and book.](#)



19.03.2015

Evening Event, 7pm - 8:30pm

**how to: Be Mindful (Introductory Workshop)**  
with Louise Chester

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.

This workshop is for those who have little personal or practical knowledge of Mindfulness. Louise Chester will help you understand...

[Read more and book.](#)



26.03.2015  
Evening Event, 6:30pm-8:30pm  
**how to: Remember**  
with Ed Cooke

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.

Ed is a co-founder of Memrise.com, the online learning platform, a Grandmaster of Memory, has been regularly placed in the top 10 of the world memory championships and holds degrees in Cognitive Science and Philosophy from Oxford University and from René Descartes University, Paris. In 2007 he trained Josh Foer to...

***Repeated due to popular demand.***

[Read more and book.](#)



## MAJOR TALKS



05.03.2015

Evening Event, 7pm - 8:30pm

**how to: Will Self in conversation with Will Self:  
Expect controversy**  
with Will Self

This will not be your usual Q + A. Will Self, the novelist and vociferous commentator, will be answering questions of profound importance; posited by himself, us, the audience, or simply pulled out of thin air. Questions such as: What will happen to literary culture in the wired world? Is the right/left political divide otiose? Is it possible to enjoy the city without money? What is the nature of consciousness? And many more beside...

Those curious for answers, will be able to put any question of their liking to Self. One warning: you might not like the answer...

[Read more and book.](#)



23.03.2015

Evening Event, 6.30pm-8pm

**how to: Read the Qur'an**  
with Mona Siddiqui

Believed by Muslims to be the word of God, the Qur'an was revealed to the Prophet Muhammad fifteen centuries ago. It is addressed to everyone, regardless of class, gender or age. But what does this mean for the two billion people throughout the world who consult it every day?

A sacred text and a great work of literature, but also a manual of guidance – the Qur'an teaches how to live a family life, how to marry, whom to marry, what to eat and how to do business. It outlines the rights of the people: women and children and parents, husbands, wives and neighbours. It tells governors how to rule in war and in peace...

[Read more and book.](#)



## TRAVEL & EXPLORATION



17.03.2015

Evening Event, 6:45pm-8:30pm

**how to: Travel and Explore – A Literary Travel Evening**

with Philip Marsden, Andrew Robinson, Isabella Tree, Jonathan Keates, Justin Marozzi, Katherine Rundell

Welcome to our inaugural evening, in partnership with Globalista, the first of an ongoing series at the Tabernacle. **The Sense of Place** will introduce travel writers, historians and explorers who will report for us on a rich medley of places and cultures.

**Jonathan Keates**, a prolific celebrant of cities, composers and the joys of Italy, will give us his shrewdly affectionate take on **Lisbon**. **Isabella Tree** will talk about **Nepal's** famous Living Goddess – a child chosen from the Buddhist caste of goldsmiths whose role is to watch over the ...

[Read more and book.](#)



**BUSINESS & WORK**



09.02.2015

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

**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.](#)



20.02.2015

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

**how to: Develop your Leadership Skills through  
Positive Disruption**  
with Scott Morrison

There aren't enough leaders out there any more – we have too many managers – people running systems, managing processes and generally following the status quo. The business systems that managed businesses pre-recession are no longer valid as we move into this challenging post-recession age.

Now is the time to create Accelerated Leaders – those that can be the innovators of cultural, commercial and creative standard bearing; starting with yourself and then creating ...

[Read more and book.](#)



27.02.2015

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

**how to: 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, using practical and effective techniques to increase your influence. It will show you how ...

[Read more and book.](#)



02.03.2015

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

**how to: Generate More Business through your Website**  
with Filip Matous

Most companies have a website and some form of analytics to track how their website is performing. Yet many don't know how to read their analytics beyond how many visitors came each month. That won't help business grow.

Join Filip Matous in an packed 3 hour course that will leave you with a sound foundation that you can implement right away to gain more leads and business.

[Read more and book.](#)



13.03.2015

Daytime Event, 9:30am-5:30pm

**how to: Write Better Copy: a Masterclass in writing effective press ads, email/direct mail, web copy, brochures and newsletters.**

with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon.

A One Day Workshop available on Friday 13th March.

Steve Harrison was European Creative Director (OgilvyOne) and Global Creative Director (Wunderman) either side of starting his own agency, HTW. At HTW, he won more Cannes Lions in his discipline than any creative director in the world....

***Repeated due to popular demand***

[Read more and book.](#)



13.03.2015

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

**how to: Deliver Killer Presentations**  
with Neil Chalmers

“The subject of best practice for business presentations has created a huge amount of heat, but not necessarily a whole lot of light. There seem to be a hundred and one variations as to how best to clinch that deal, or wow your audience with a relaunch you that even your mother would be hard pressed to recognise! Does it really have to be so complex and difficult to make a half reasonable business presentation? Surely there has to be some sensible and coherent advice that can be generally applied?

Well, fortunately, Neil Chalmers has brought some common sense and...

[Read more and book.](#)



20.03.2015

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

**how to: Do your own PR**  
with Ann Wright

1. Do stories about your or your business never make it onto TV or into the papers?
2. Do you write press releases or pitches that never result in media inquiries?
3. Do your competitors get better coverage in newspapers or on TV?
4. Are you buzzing with ideas for newspapers or magazines but don't know how to approach an editor?

It is a fact: editorial coverage has four times the value of advertising. And with thousands of websites, newspapers, magazines and broadcasters out there,...

[Read more and book.](#)



## COMPUTER SKILLS



09.03.2015

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

**how to: Understand your Mac**  
with Brad Clark

You do everything together. You share your most private moments, your most immediate thoughts, you cannot bear to be apart. You tell him – or maybe her – everything, but is it a one-way relationship? How well do you actually understand your Mac? Do you know how capable he is, how many skills he actually has, and what a wealth of resources he is harbouring? Do you know how much more he could give if you only made the commitment to explore him in depth?

Give your Mac a treat on this bespoke course. But to ensure all your questions are answered,...

[Read more and book.](#)



**LIFESTYLE**



12.02.2015

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

**how to: A pre-Valentine's Day Special. The Art of Dating**

with Cate Mackenzie

Does it seem hard to go out there and meet someone? Do you find internet dating daunting or at least time-consuming? Are you apprehensive about the 'dating game' but would actually like to give it a go and find a partner?

Could you do with some tips and tools to meet and connect with people in 'real life'?

Cate Mackenzie, love coach, psychosexual therapist and couples counsellor, helps people find love and intimacy by teaching how to connect naturally and intuitively,...

[Read more and book.](#)



12.03.2015

Evening Event, 7pm-8.15pm

**how to: Understand The Art of Tango**

with Lady Greys Productions, Mark Phoenix, Natalie Hunt

*"Life is like Tango... Sad, sensual, sexy, violent and quiet."* (Unknown)

Following on from our highly successful evenings on understanding classical and contemporary ballet, The How To Academy presents – How To: Understand The Art of Tango.

The origins of the word 'Tango' are heavily contested. Some say it is from the Latin tangere, meaning 'touch.' Others claim it is from the Ibibio African word tamgu, meaning 'to dance.' Whatever the word's true etymology, it is without doubt that the essence of this dance...

[Read more and book.](#)



14.04.2015

Evening Event, 6:30pm-8:45pm

**how to: Solve Cryptic Crosswords**  
with Mephisto (Tim Moorey)

For enthusiasts at all levels from beginners onwards , 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 wine 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.'

A professional setter of puzzles for The Sunday Times, The Week, MoneyWeek, The Sunday Telegraph, and The Times,...

[Read more and book.](#)



If there's a course you'd like to take which isn't currently included in our programme, email us with the details of what you'd 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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