

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

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

**Subject:** How to Change the World speaker update | Business Breakfasts: Eric Reiss ( Lean Startup), Tim O'Reilly ( Oracle of Silicon Valley) & Rolf Dobelli

**Date:** Tue, 10 Oct 2017 08:50:28 +0000

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Newsletter October 2017

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30.11.2017

### How To Change The World 2017

Tickets are selling fast for how to: Change The World 2017, the extraordinary day-long conference that gives you a panoramic view of the future. Book now to secure your seat!

Presenting leading experts on: emotion-reading computers, the Blockchain Revolution, tackling Alzheimer's disease, electric air taxis, instant charging batteries, artificial intelligence, virtual reality, SpaceX, breakthroughs in refrigeration, renewable fuels, the circular economy and more.



30.11.2017

## How To Change The World 2017

This year, correspondent **Katrin Bennhold** from The New York Times's London bureau will be introducing the speakers and topics.

The latest additions to the Conference 2017 are photographer **Giles Duley** speaking on the power of storytelling to change the world, and **Katrina Dodd**, senior strategist at Contagious, will explore how brands are trying to change the world.





## how to: HIGHLIGHTS

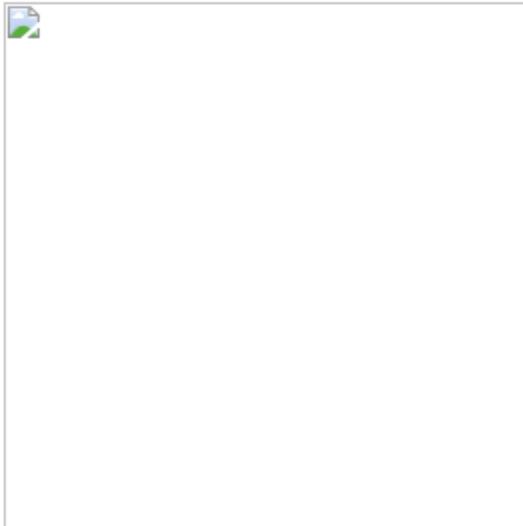
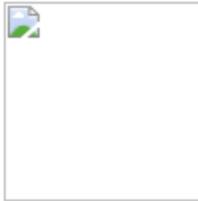


16.10.2017

**An Evening with Chris Bonington. A Life on the Edge.**

Sir Chris Bonington in conversation with Hannah MacInnes

Sir Chris Bonington is our premier mountain man. The first Briton to climb the North Wall of the Eiger in 1962, he led the ascent of the South Face of Annapurna in 1970 – for its time the most difficult technical climb to the summit of a major peak – and in 1975 faced the ultimate challenge, leading the first ascent of Everest by the south-west ridge.



25.10.2017

**The Future of Work and the Leadership Skills needed in the 'New Economy'**

with Tim O'Reilly & Dr Sarah Wood

A rare opportunity to hear the legendary 'oracle' of Silicon Valley Tim O'Reilly, who was one of the first people to identify the importance of the World Wide Web, open source software, the Maker movement, and big data, and who coined the term Web 2.0, with a major talk on his new book, *WTF? What's the Future and Why It's Up To Us* and in an exclusive double bill with Tech City founder Sarah Wood OBE, on the Leadership

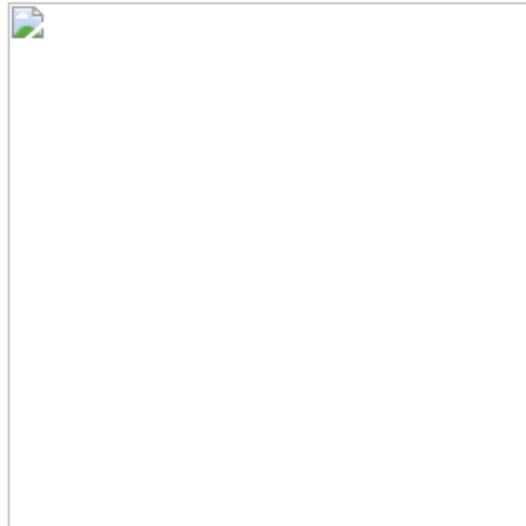
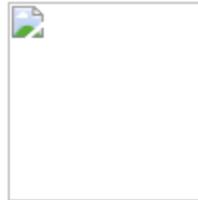
24.10.2017

**Debate: DELETE UBER**

with Andrew Keen (for the motion) and Oliver Kamm (against the motion).

Moderated by Hannah MacInnes.

What's not to like? Uber has a current market cap of \$70bn and countless happy passengers who know why taking a cab is better than taking a car – or a bus. We get to ride at rates so low they hardly cover the cost of fuel. Uber drivers get to be their own boss and choose the hours...



30.10.2017

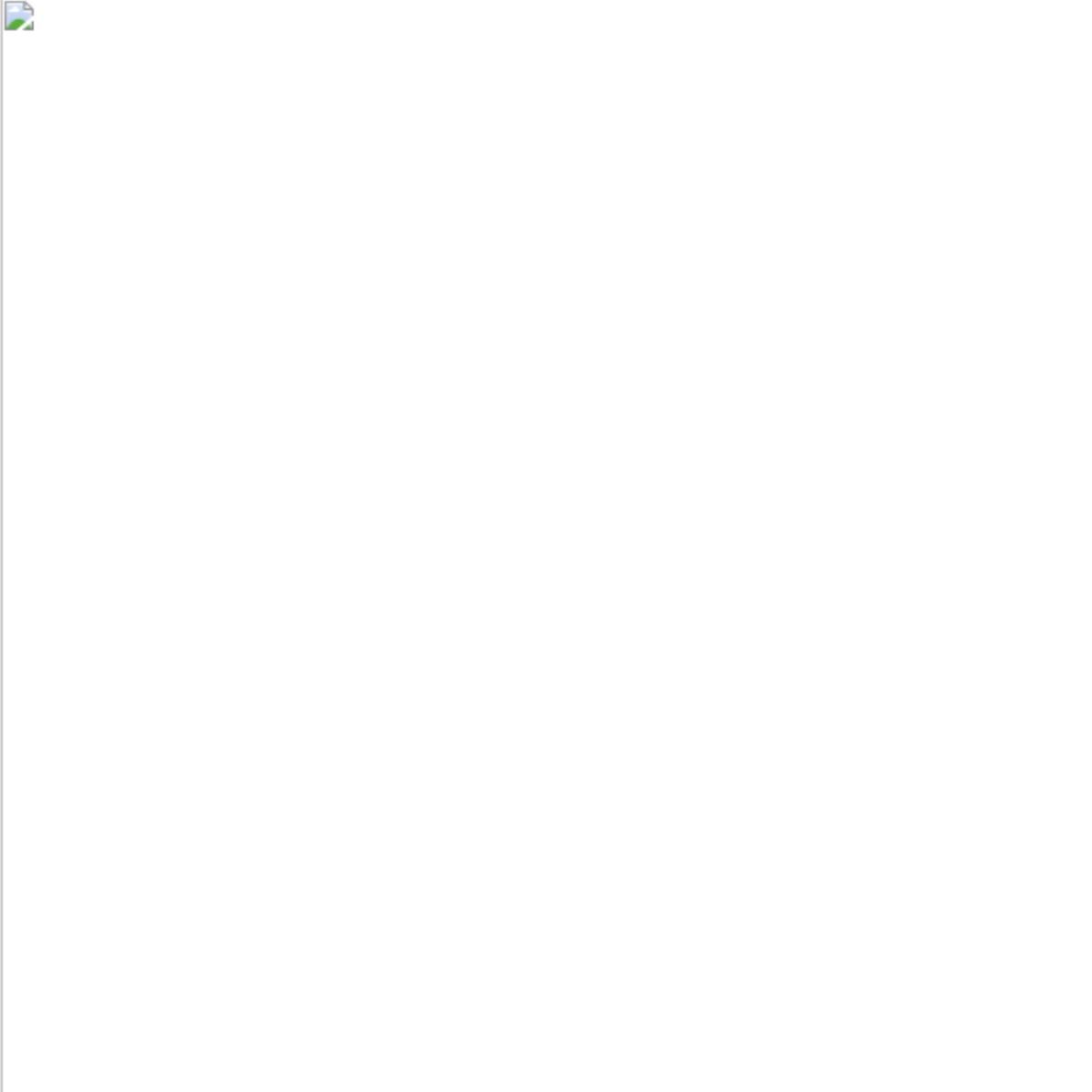
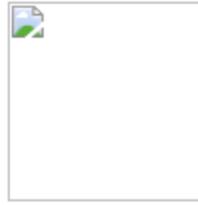
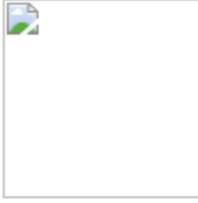
**How Artificial Intelligence will Change the World. Life 3.0.**

with Max Tegmark

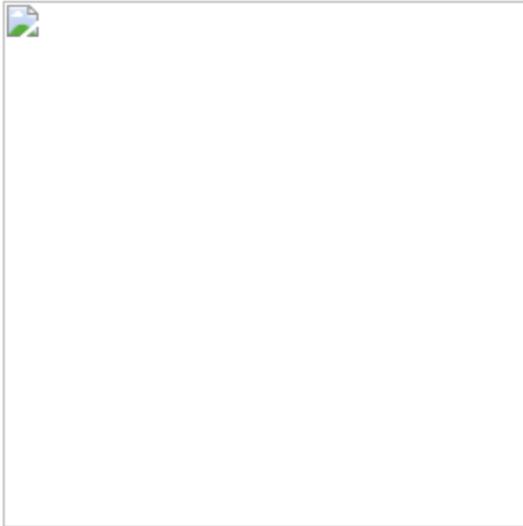
**Due to exceptional demand, we have increased the size of the venue and additional tickets are now available.**

In this unmissable talk, MIT Professor of Physics, Max Tegmark, will change the way we think about AI and the future of humanity. Drawing from his new book, *Life 3.0, Being Human in the Age of Artificial Intelligence* ...

Skills ...



# how to: BUSINESS & POLITICS

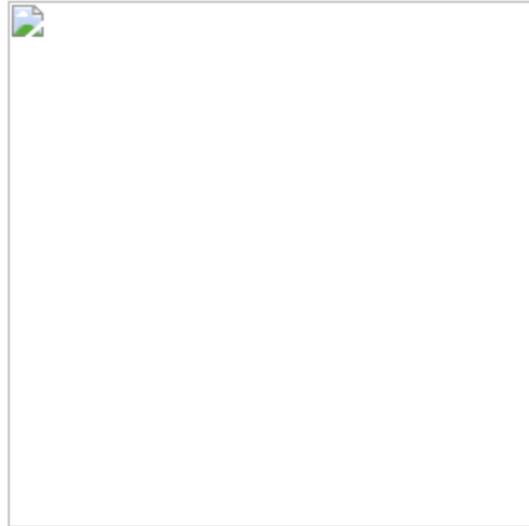
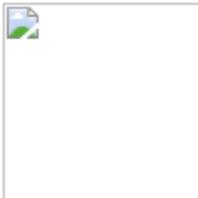


25.10.2017

**Reputation Management : The Art of Changing How People See You**  
with Rupert Younger and David Waller

An essential guide to the key mechanisms that make and remake our reputations.

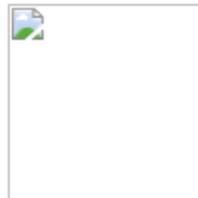
Based on pioneering research and interviews with a host of major figures ranging from Jay-Z and LinkedIn co-founder Reid Hoffman to Bernie Madoff and Man Booker Prize-winner Hilary Mantel.

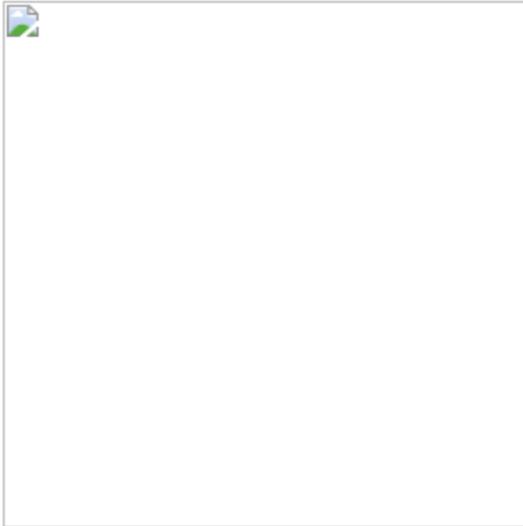


15.11.2017

**How Organisations of All Sizes Can Harness Startup Techniques to Drive Growth and Innovation- THE START UP WAY**  
with Eric Ries

After the phenomenal success of his bestselling book *The Lean Startup*, Eric Ries launched a global movement. Concepts like minimal viable product, A/B testing and pivoting changed the language of business.





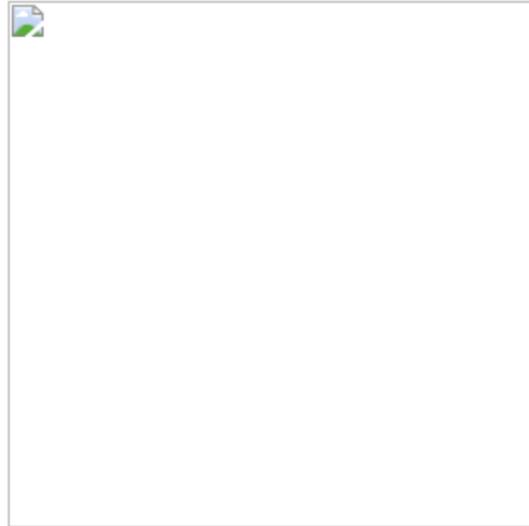
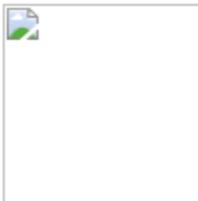
28.11.2017

### **How to Stop Brexit**

Nick Clegg in conversation with Emily Maitlis.

**Due to exceptional demand we have changed the venue and additional tickets are now available.**

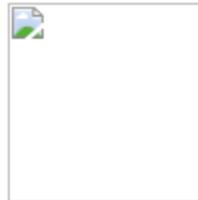
Extricating Britain from Europe will be the greatest challenge this country has faced since the Second World War – or its greatest crisis.



09.11.2017

### **A Data-Driven Tour of the Universe** with David McCandless, author of *Information is Beautiful*

David McCandless – author of *Information is Beautiful* and founder of the Information is Beautiful Awards – is back with another unmissable talk. One of the world's leading data-journalists and information designers, McCandless is known for pioneering a fascinating way to look at the world – through the lens of visualization...





## how to: MIND

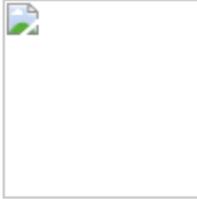


06.11.2017

**The Unconscious Reasons We Do What We Do**

with John Bargh

In this must-attend talk, the world's leading expert on the unconscious mind, the Yale University Professor of Psychology, John Bargh, whose research has underpinned Malcolm Gladwell's *Blink* and is referenced in Daniel Kahneman's *Thinking Fast and Slow*, will reveal the hidden ...

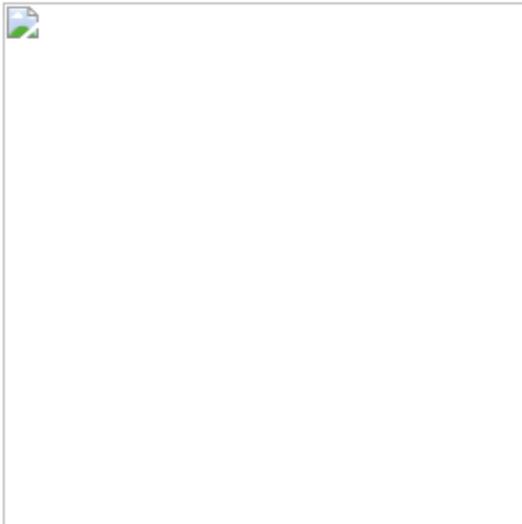
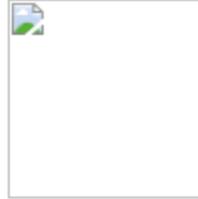


02.11.2017

**The Art of the Good Life. A toolkit for better thinking in life, work and business.**

with Rolf Dobelli

In this breakfast talk Rolf Dobelli, the bestselling author of *the Art of Thinking Clearly* with 2.5m copies sold, will provide an indispensable toolkit for practical living, that will change the way you live and work.

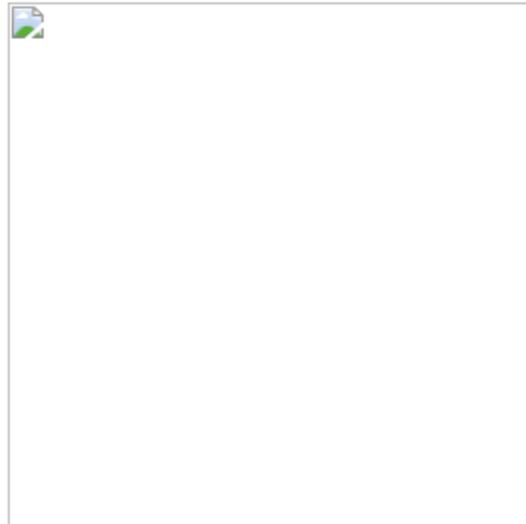


07.11.2017

**The Fight Against Alzheimer's**

with Joseph Jebelli

In this talk based on his new book *In Pursuit of Memory*, just shortlisted for the Royal Society science book prize, Neuroscientist Joseph Jebelli will take us inside the human brain to see how Alzheimer's works and explain how the disease is treated in different countries and how scientists around the world are racing to find a cure.



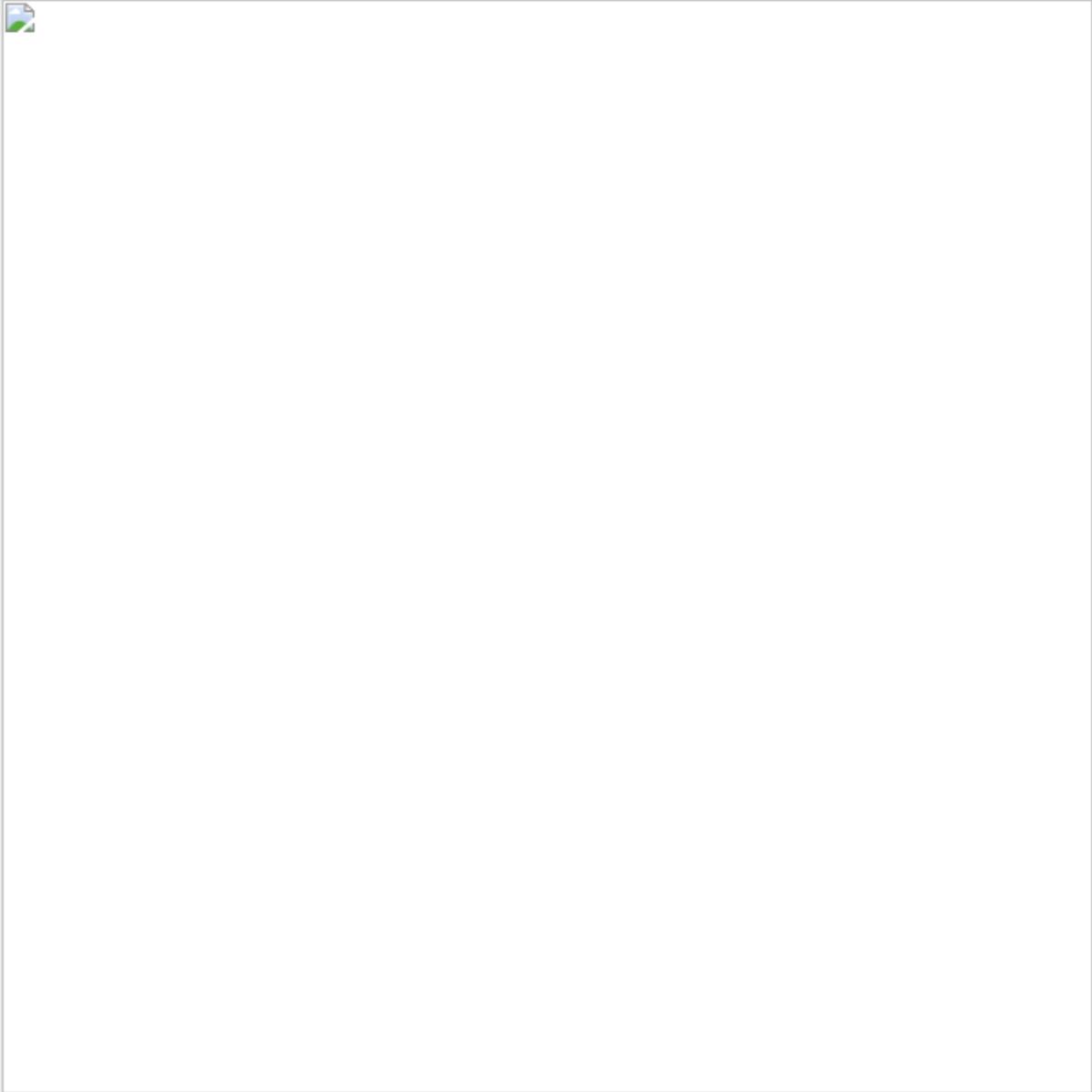
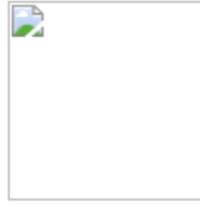
14.11.2017

**Emotional Agility: Overcome Negative Emotions, and Thrive in Work and Life**

with Susan David

The leading voice on emotions offers a revolutionary approach that enables us to understand and embrace difficult emotions without letting them derail us.

Following her sell-out talk in 2016, Susan David PhD, a psychologist and faculty member at Harvard Medical School, returns to ...



how to: **SAVING THE WORLD**



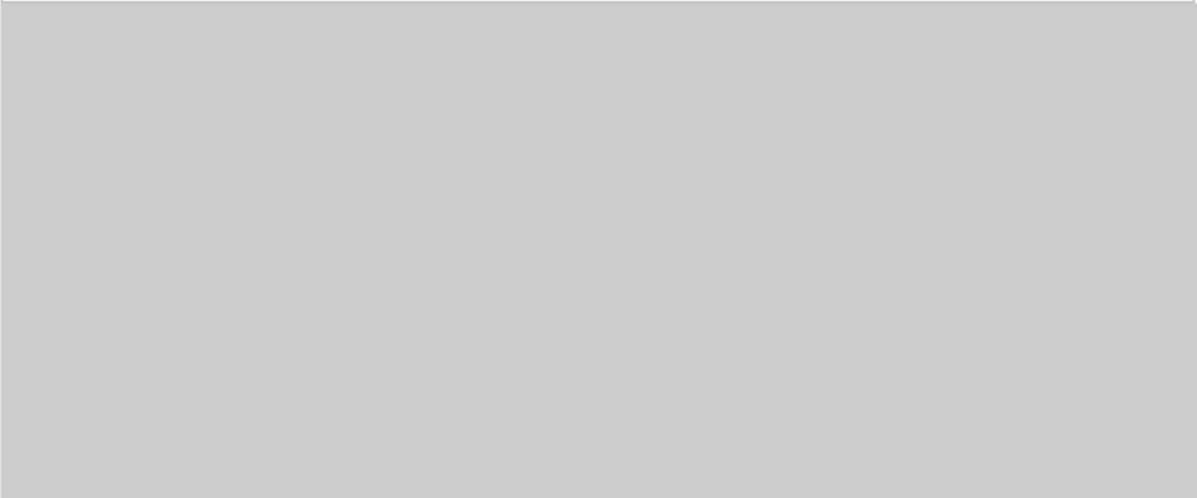
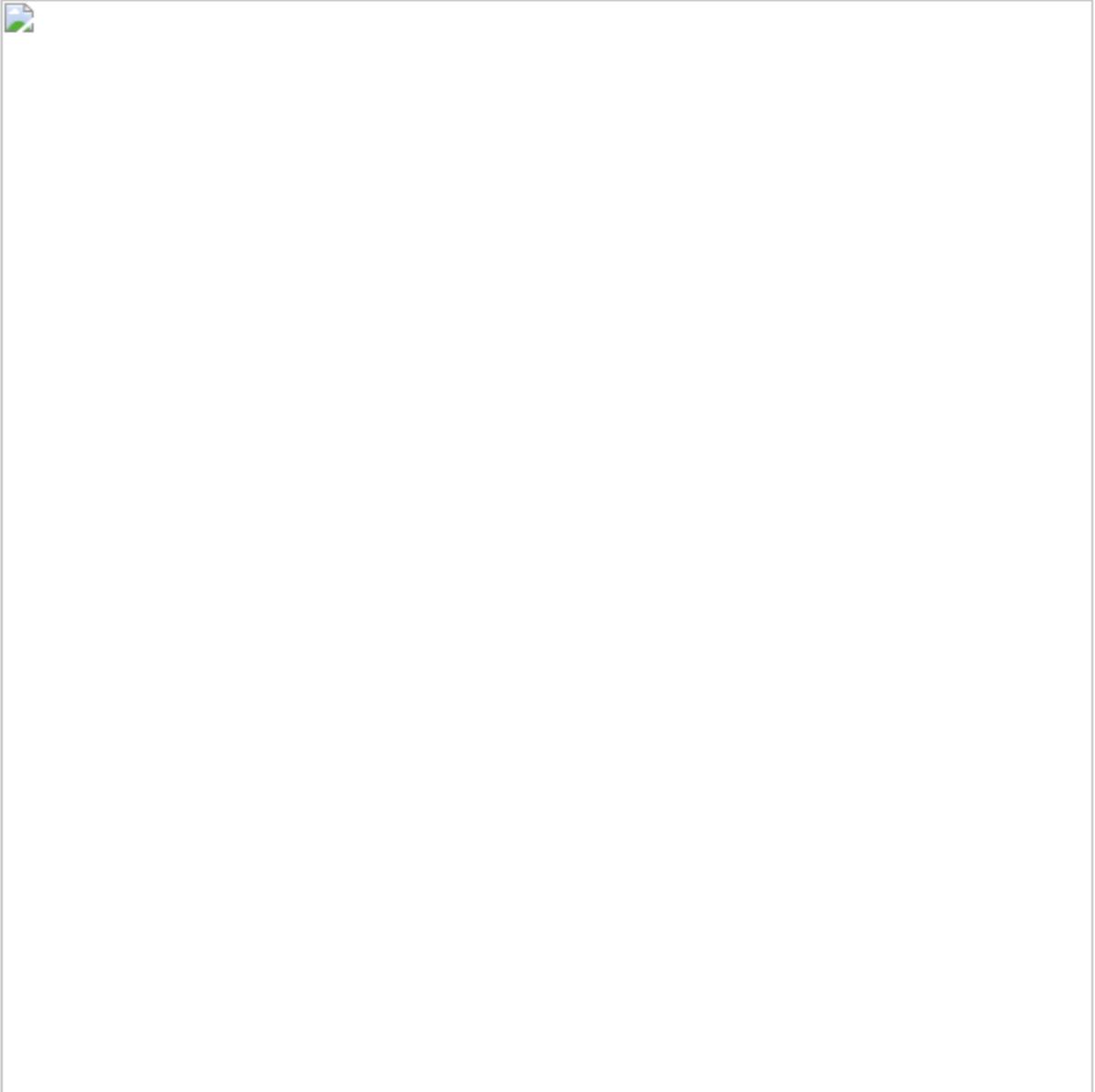
12.11.2017

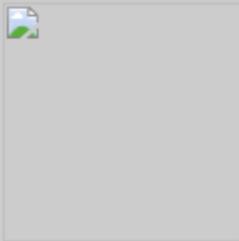
**A Radical Economic Plan to Change the World with Nobel Laureate Muhammad Yunus**

Muhammad Yunus in conversation with Rory Brooks

In this talk Nobel laureate Muhammad Yunus will outline a radical new plan to fix global capitalism and create a new economics of Zero Poverty, Zero Unemployment and Zero Carbon Emissions.

At a time when eight individuals now own more wealth than 50 per cent of the global population, and high unemployment in many countries means that people's skills, knowledge, and creativity are being wasted and with rampant environmental destruction only adding to this picture of a bleak future , there has to be another way.





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