

From: How To Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Unconscious Mind - The research behind Thinking Fast & Slow| Fight against Alzheimer's| 3.5 m viewed TED speaker Rachel Botsman on Technology

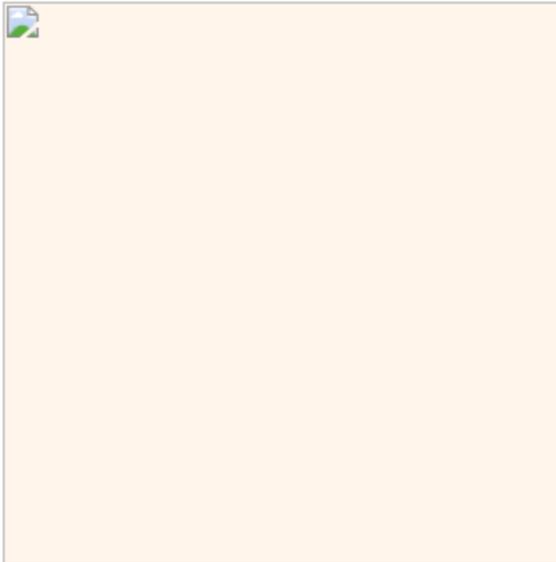
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Newsletter September 2017

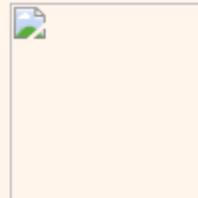
www.howtoacademy.com



06.11.2017

The Unconscious Reasons We Do What We Do

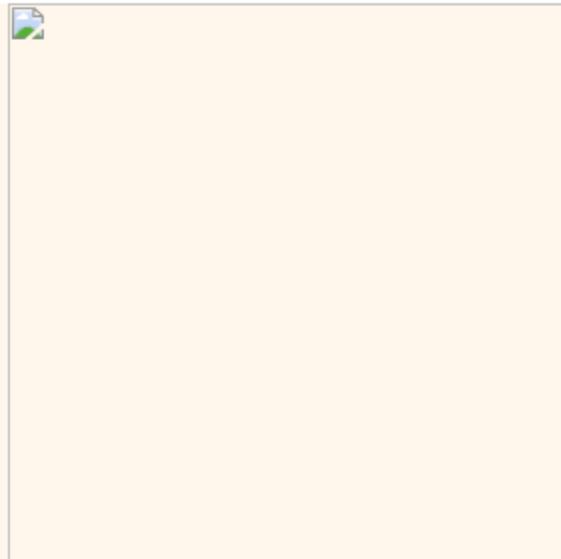
In this must-attend talk, the world's leading expert on the unconscious mind, the Yale University Professor of Psychology, John Bargh, whose research has underpinned Malcolm Gladwell's *Blink* and Daniel Kahneman's *Thinking Fast and Slow*, will reveal the hidden mental processes that secretly govern every aspect of our behaviour.



07.11.2017

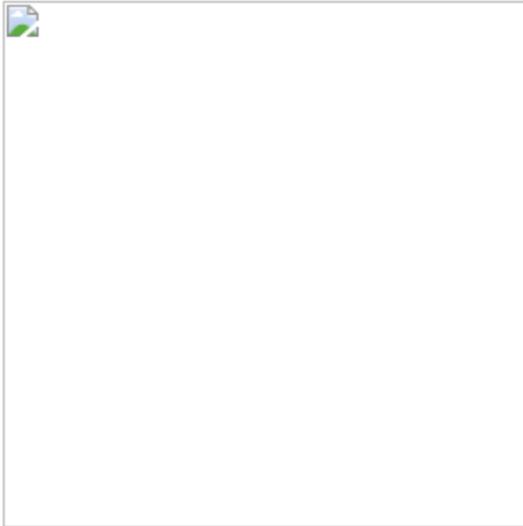
The Fight Against Alzheimer's

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.





how to: HIGHLIGHTS

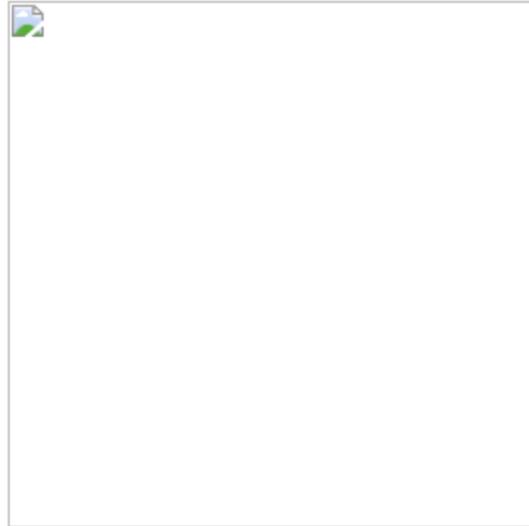
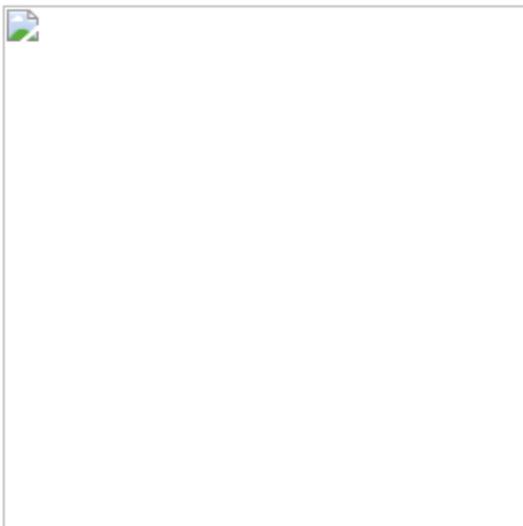
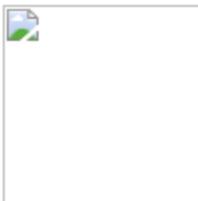


27.09.2017

Technology, Trust and Humanity

Rachel Botsman in conversation with Jonathan Ford.

TED sensation Rachel Botsman with 3.5m views comes to the how to: Academy stage to talk about one of the biggest social transformations in human history with fundamental consequences for policy-makers, entrepreneurs and indeed everyone.

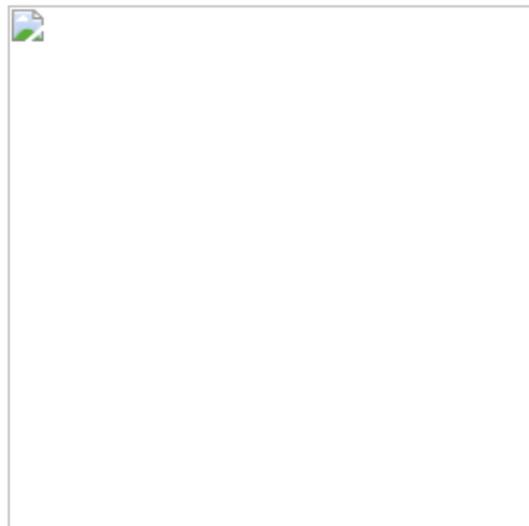
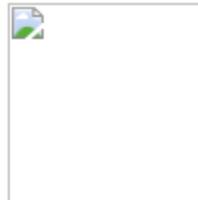


02.10.2017

Afghanistan Now Next Why

with H.E. Hamid Karzai, Ambassador Zalmay Khalilzad, Christina Lamb and Yalda Hakim.

Donald Trump's recent u-turn – ordering the deployment of 4000 additional US troops and vowing to 'win' an open-ended war on terrorists – has closed the American door on nation-building in Afghanistan, however temporarily.

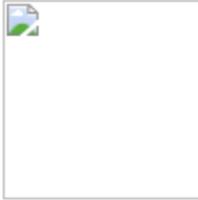


08.10.2017

Sunday Morning Thought Leadership Series: The Future of Europe. Immigration, Identity, Islam.

Douglas Murray in debate with Bernard-Henri Lévy.

What happens when declining birth-rates and mass immigration combine with a European culture transfixed by guilt about its past and diffidence about its values? The answer, says Douglas Murray, is the perfect storm.



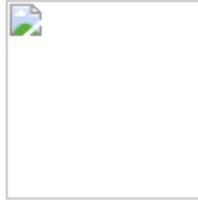
11.10.2017

Belonging: The Story of the Jews 1492-1900

with Simon Schama

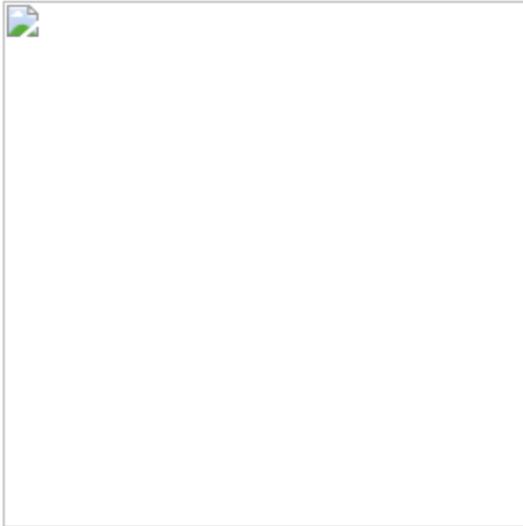
Join one of our greatest historians to mark the publication of the second volume of his history of the Jewish people, and hear scenes from its epic narrative.

Schama's story ranges across continents and centuries, as persecution created a Jewish identity more circumscribed...





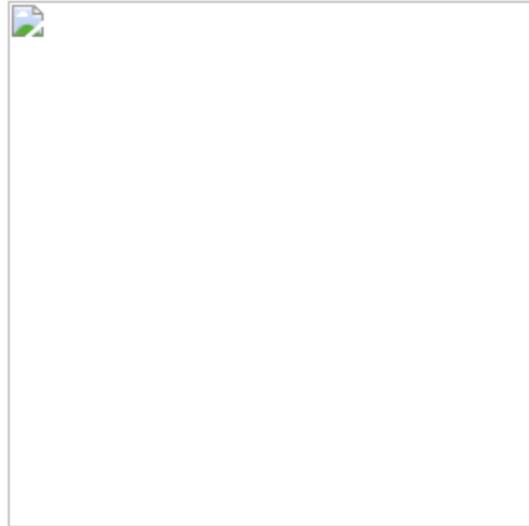
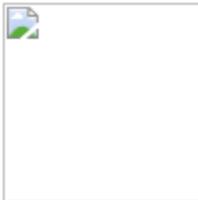
how to: DAYTIME BUSINESS EVENTS



25.10.2017

The Future of Work and the Leadership Skills needed in the 'New Economy'
with Tim O'Reilly & Dr Sarah Wood

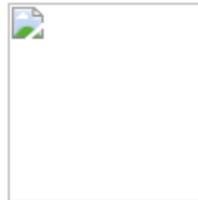
A rare opportunity to hear the legendary 'oracle' of Silicon Valley Tim O'Reilly, who was one of the first people to identify the importance of the World Wide Web, open source software, the Maker movement, and big data, and who coined the term Web 2.0, with a major talk on his new book, *WTF? What's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



02.11.2017

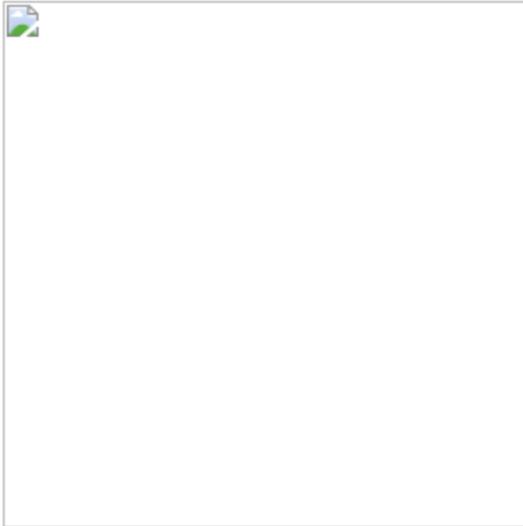
The Art of the Good Life. A toolkit for better thinking in life, work and business.
with Rolf Dobelli

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. Join us for this unmissable talk from one of today's most influential Thought Leaders.





how to: CREATIVITY & EMOTIONAL INTELLIGENCE

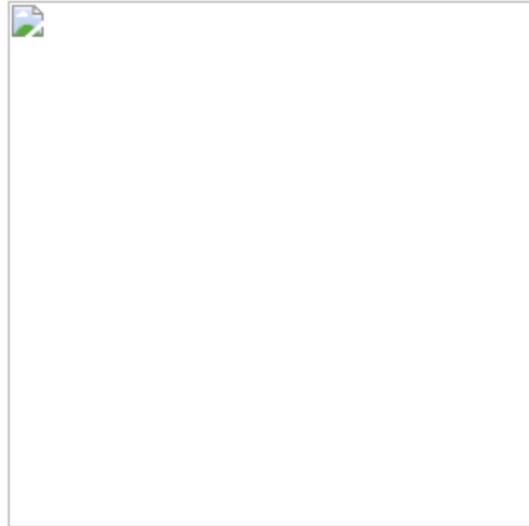
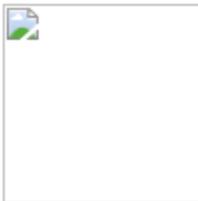


04.10.2017

How to find Silence in a Busy World

Erling Kagge in conversation with Hannah MacInnes.

In what promises to be a life-changing talk, the Norwegian adventurer Erling Kagge, whose new book on *Silence* has become an international publishing phenomenon, will take us on a journey to unlock the power of silence and show us how to find perfect silence in our daily lives, however busy we are.

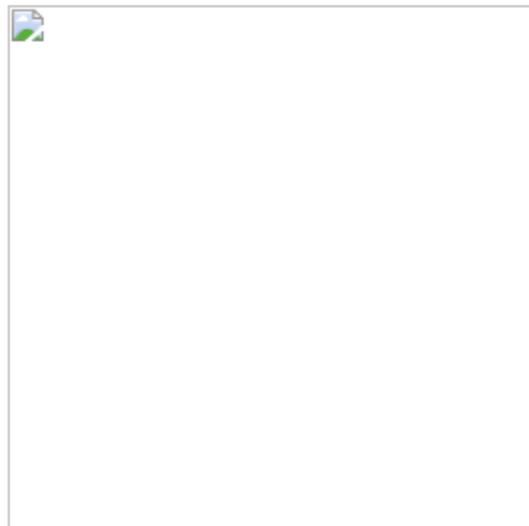
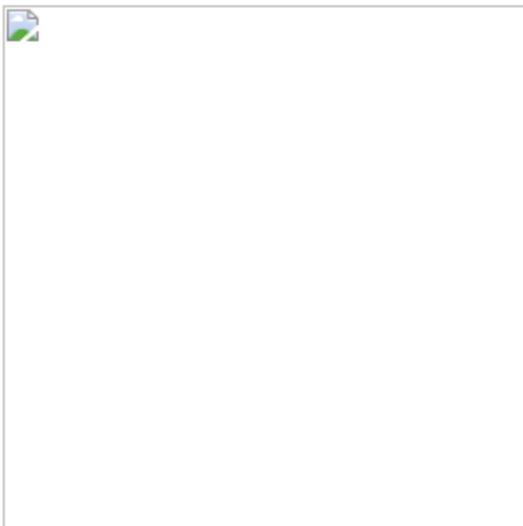
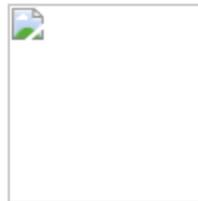


05.10.2017

Freud Lives! Slavoj Žižek and Stephen Grosz in conversation.

with Slavoj Žižek & Stephen Grosz

We are often told that psychoanalysis is dead. Outdated scientifically, in that the Freudian model of the mind has been superseded by neurobiology; outdated clinically, where the talking cure has lost ground to drug treatment or behavioural therapy; outdated socially, where the idea that we are repressed...

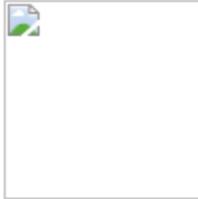


09.10.2017

Creativity and Innovation

with David Eagleman and Dr. Anthony Brandt

An unmissable joint talk by David Eagleman, one of the world's leading neuroscientists, and bestselling author of *the Brain* whose TED talk has been viewed 1.5m times, together with the composer Anthony Brandt.

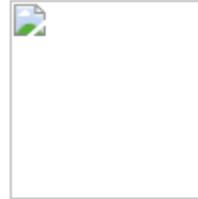


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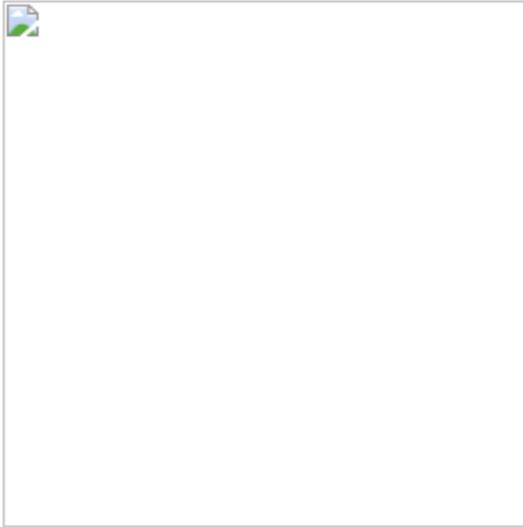
A Data-Driven Tour of the Universe

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...



how to: COMEDY

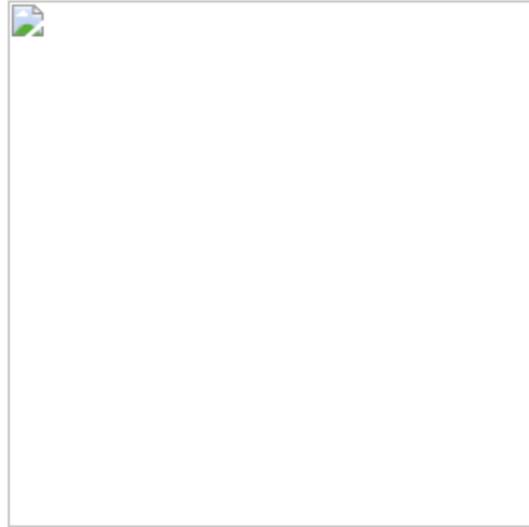
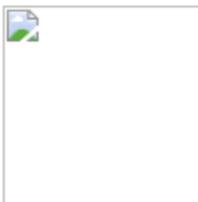


03.10.2017

An Evening with Matt Lucas

Matt Lucas in conversation with Alex Clark.

For those at sea in Little Britain, Matt Lucas is a mainstay. Comic genius, cultural commentator, and co-creator of Vicky 'yeah but no but' Pollard and The Only Gay in the Village, Matt's current incarnation is Nardole, the doctor's companion in *Dr Who*.

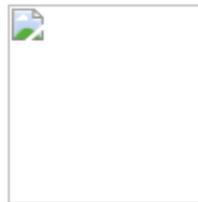


12.10.2017

How to be Champion: An Evening with Sarah Millican

Sarah Millican in conversation with Emma Kennedy.

Join Sarah Millican who will be chatting about her debut book, *How to be Champion*, and delving into her super normal life with daft stories, funny tales and proper advice on how to get past life's blips – like being good at school but not good at friends, the excitement of IBS and how to blossom post-divorce.





how to: ADVENTURE

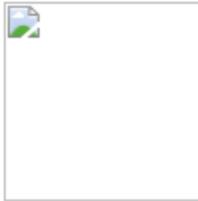


16.10.2017

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

with Sir Chris Bonington

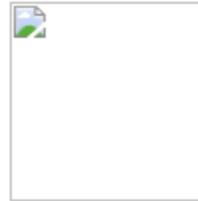
Sir Chris Bonington is our premier mountain man. The first Briton to climb the North Wall of the Eiger in 1962, he led the ascent of the South Face of Annapurna in 1970 – for its time the most difficult technical climb to the summit of a major peak – and in 1975 faced the ultimate challenge, leading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



18.10.2017

Stay Safe with SAS Hero Chris Ryan
with Chris Ryan

In today's increasingly hostile climate people are anxious about how to keep themselves safe. Analysing real-life incidents, such as the Manchester Arena bombing, the London Bridge terror attack and the Tunisian beach shootings, SAS hero Chris will explain how ordinary people should act if they find themselves in similar scenarios and empower you to take personal responsibility for your own security.





how to: BUSINESS WORKSHOPS



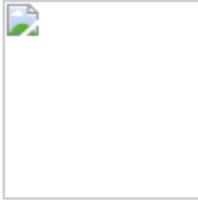
25.09.2017

Confidence, Communication and Careers (Women only)

with Anna Percy-Davis

The How to Academy are delighted to be offering this new workshop exclusively to women.

Covering confidence (how to act and behave in a confident, assertive fashion no matter what situation you find yourself), communication (how to be front-footed in a group meeting, a one-to-one situation and how to make sure you are heard and you stay...



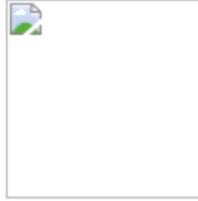
17.11.2017

Business Masterclass: Negotiate

with Gavin Presman

A day long workshop on Selling and Negotiating bookable together or separately.

Do you have to negotiate in your business, family or personal life? Do you sometimes wonder whether you are getting the best deal for your business, your family, or yourself?





how to: PARTNER EVENT



Our partner Steppes Travel presents Beyond Festival 2017, a weekend event made up of a series of talks about travel, adventure, wildlife, pollution and much more on 30th September and 1st October 2017. Please use code HTA50 when purchasing the tickets and claim your 50% discount.

One of the Beyond Festival 2017 talks is on pollution :

Sat, 30th Sep 2017

Oceans Panel

Our Oceans, Our Future: A Panel discussion

with Dr Sylvia Earle, Jo Ruxton and Hanli Prinsloo. Chaired by Natalie Fee.

“Our actions over the next 10 years will determine the state of the ocean for the next 10,000 years.” – Dr Sylvia Earle

Join us for a special panel discussion examining the extent of plastic pollution in our oceans and how we can bring about a wave of change to stem the flow of plastic waste and our consumption of single use plastic.

Dr Sylvia Earle

Oceanographer, Explorer and Author

Jo Ruxton

Founder of Plastic Oceans, Film Producer and Environmentalist

Hanli Prinsloo

Champion freediver and Founder of I AM WATER

Chaired by Natalie Fee

Author, Presenter, Environmental Campaigner and Founder of City to Sea

Expect an informative and lively discussion. Do come armed with your own questions and be ready to share your views.

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