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Subject: How to Academy : April-May programme with Business, Money, Literature, Nature, Games and Music.

Date: Wed, 23 Apr 2014 14:03:58 +0000

How to: April-May

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We often think we are rational, that we know how to make decisions, that we are in control. But are we? In this talk by Dan Ariely, a leading Professor of Psychology and Behavioural Economics, whose talks on TED have been watched over 4.8million times, we will discover some of the ways we are out of control and influenced by forces we don't always fully understand.

The talk will be followed by an interview with Matthew Taylor.



APRIL-MAY EVENTS



25.04.2014

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

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

with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon - a simple technique that's used by the biggest brands and the smartest writers.

Course Outline:

- How to Brief yourself properly
- How to make sure that what you have written gets seen, engaged with and...

Last few places remaining

[Read more and book.](#)



27.04.2014

Weekend event, 12pm-6pm

how to: Read Chekhov
with Rosamund Bartlett

'N. could philosophize about love, but could not himself love.'

'A young man collected a million stamps, then lay on them and shot himself.'

Between these two random thoughts, squirrelled away into a notebook for use in a future play or a story, lies a whole Chekhovian world of tragedy and comedy, each tinged with the other. Hailed as the father of the modern short story and progenitor of...

Last few places remaining

[Read more and book.](#)



29.04.2014

Evening Event, 6:45pm-7:45pm (four week course, each Tuesday)

how to: Mindfulness
with Mindfulness at Work

Four Week Course: Mindfulness is the essential tool for modern living. It is training for the brain which helps us to be more effective at what we do, and more resilient to the stresses we experience. Using Mindfulness we can achieve our personal best, and find greater enrichment both at work and at home.

Mindfulness helps to:

- reduce stress and boost immune systems
- increase emotional and physical wellbeing...

Last few places remaining.

[Read more and book.](#)



30.04.2014

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

how to: Master poker
with Byron Jacobs

How can you maximise your chances of success playing poker? What do the strong players understand that the weaker players don't? Which skills are essential for long term success?

The answers to these questions are surprising and not at all obvious. Byron Jacobs has been a successful poker player for over a decade. He is the author of three poker books and runs a poker publishing company. He will show you exactly how you need to approach the game in order to maximise your chances now and to improve in the long term.

[Read more and book.](#)



08.05.2014

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

how to: Perform Magic

with Lee Smith, Zap the Magician

It's not just taught at Hogwarts, you know. We can all be magicians, and there is no better way to dazzle our friends and build up our confidence.

In this masterclass, Lee Smith and Zap the Magician will share some of the secrets that have placed them in the premier league of magicians in the UK. They have arranged a programme of original, high-impact magic effects and sleight of hand techniques which are simple to learn, and will give you a skill you...

Special Offer: Adults booking a ticket can bring a teenager for free.

[Read more and book.](#)



09.05.2014

Daytime Event, 10:00am-12:00pm

**how to: Transform Meetings into being short,
enjoyable and highly productive**
with David Pearl

Meetings. If the word suggests tedium, interminable sessions in airless rooms and/or endless PowerPoint, the chances are you are nearly meeting and it's time to start really meeting instead.

Many of us feel meetings get in the way of work. David Pearl, author of *Will There Be Donuts? Start A Business Revolution One Meeting at a Time*, argues that in a post-industrial society, meetings are the work. Done well, they are where we can solve problems, build relationships, create meaning, generate value.

[Read more and book.](#)



10.05.2014

Weekend Event, 3:45pm-11:10pm

**how to: A candlelit feast in a Castle in Sussex, a
Woodland walk to listen to rare Nightingale song,
and Keats**

with Mike Russell

The chances are that few of us have ever heard a nightingale. When we think we hear it singing we're probably being fooled by a thrush or a warbling blackbird. Due to intensive farming, moreover, this hidden genius of scrubland and coppice now has difficulty finding both habitat and food. But thanks to a exciting wildland restoration project at Knepp Castle in Sussex, nightingales have found an important new habitat.

Last 4 places remaining

[Read more and book.](#)



13.05.2014

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

how to: Save a Fortune: a Financial Masterclass in Savings, Pensions and other financial products.
with David Craig

Controversial author David Craig exposes how the sales arguments used to convince us to hand over £4trn of our savings to financial services insiders are usually highly misleading and serve the interests of the financial industry, not us - its customers.

In this evening seminar he will cover:

- Developing "Financial Intelligence"
- Pensions
- Packaged accounts
- Investments sold by banks
- Stock markets...

[Read more and book.](#)



15.05.2014

Evening Event, 6:30pm-9:30pm

how to: Master cryptic crosswords. Breaking the Code.

with Mephisto (Tim Moorey)

Confidence, n: Doing the Telegraph crossword puzzle with a pen.

For enthusiasts at all levels who are still using pencils, 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 Hendricks Gin 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.'

[Read more and book.](#)



16.05.2014

Daytime Event, 9:30am-12:00pm

how to: Twitter for Beginners. A practical workshop in getting started.

with Mark Longbottom

A practical course in getting started using Twitter and developing a broader understanding and effective use of Twitter as a social media platform.

Course outline:

- Create a Twitter profile for yourself to achieve maximum exposure.
- Understand the settings for the design and editable sections of your profile.
- Understand how to find and follow relevant and connected people on Twitter.
- Understand how to create...

[Read more and book.](#)



18.05.2014

Afternoon Event, 2pm-6pm

how to: Listen to the Blues
with Neil Rennie

Join us for an afternoon exploring the history of the Blues, in all its diversity of feeling and form.

After some background - on slavery, minstrelsy, musical styles, available instruments and early white blues (Jimmie Rodgers and blue yodels) - we'll learn about the country blues singers associated with Dockery's plantation in the 1920s and early 1930s: Charley Patton, Son House, Robert Johnson. We'll follow the Mississippi blues migration to Chicago - home of Chess Records and the electric blues of the 1940s and 1950s (Muddy Waters, Little Walter, Howling Wolf) - and the spread of blues into...

[Read more and book.](#)



21.05.2014

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

how to: Listen: The Tenor Voice
with Ian Rosenblatt

From its emergence in the 16th century to the phenomenon of 'the three tenors' (Pavarotti, Domingo, Carreras) in the 1990s, the tenor voice has a fascinating history. It is esteemed above all as the voice of the hero in romantic opera: powerful, emotive, edgy, and suited to bold, tragic destinies. But the tenor is equally the inward and searching voice of German lied, of French melodie and of English art song.

You are invited to an evening of enthusiasm with Ian Rosenblatt, who will describe and demonstrate the varieties of tenor voice - dramatic, coloratura, lyric - with examples from the baroque...

[Read more and book.](#)



27.05.2014

Evening Event, 7:00pm-8:30pm

how to: An Evening with P.J.O'Rourke
with P J O'Rourke

How It Got That Way... And It Wasn't My Fault... And I'll Never Do It Again.

How did the Baby Boom become what it is, and who let them get away with it? On a rare visit to London, aging Baby Boomer and Grumpy Old Man, P. J. O'Rourke, takes a hilarious look at the generation who are oversized, overwrought, overbearing and all over the place, from Obama to Donovan.

Former disco-bunnies, drop-outs, and dope-heads, the baby-boomers pulled down the Berlin wall, put their faith in the Kyoto Accord, and...

[Read more and book.](#)



31.05.2014

Daytime Event, 10:00am-5:00pm

how to: Read Homer's Odyssey
with Alice Oswald

What does 'Homeric' mean? And what is 'epic'? Alice Oswald's workshop will start with these questions, and consider the oral dimension of the Odyssey. We will look at Homeric formulas, at pattern and repetition, and at various translations of Homer's lines about the Dawn (and try to come up with a better version).

In the afternoon we'll start thinking about Homeric metre: how it expresses the poem's vision, whether it works in English - looking at examples from George Chapman and Alexander Pope, Robert Fagles and Richard Lattimore, Ted Hughes and Ezra Pound. After which we'll read Book 11 together, leaving...

[Read more and book.](#)



31.05.2014 - 01.06.2014

Weekend Event, 10:00am-5:00pm both days

how to: Write Your Family History
with Peter Parker

A weekend course to guide you in both the research and writing of family history, from where to find the information to putting it together to tell the best possible story. You will learn how to gather and martial your material, how to place your characters in a social and historical context, how to structure your narrative and find your authorial voice.

The course will be led by the historian, biographer and critic Peter Parker, and will include a Masterclass on research methods and sources by Patric Dickinson, President of the Society of Genealogists.

[Read more and book.](#)



31.05.2014 - 01.06.2014

Weekend Course, 10am - 6pm on both days

how to: Make a Film in a Weekend
with Bartek Dziadosz

Impossible? Not if you attend one of these ingeniously thorough training courses. 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.

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. The major part of the course is a practical component, where you have...

[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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