

**From:** How To Academy <john.gordon@howtoacademy.com>

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

**Subject:** Tim Harford's Masterclass on the Modern Economy | Geoff Dyer on Travel | Ruby Wax & Bella Pollen | Second Machine Age author on the Digital Future |

**Date:** Tue, 06 Jun 2017 09:04:42 +0000

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Newsletter June 2017  
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05.07.2017

### **Fifty Things that Made the Modern Economy**

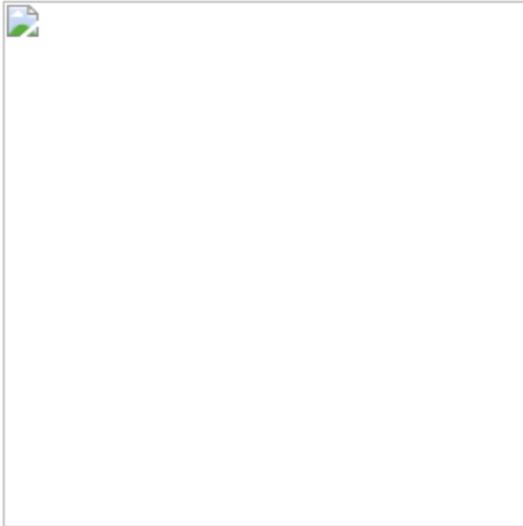
A major talk by Tim Harford the best selling author of *the Undercover Economist*, whose TED talks have been watched nearly 4m times.

Who thought up paper money? How did the contraceptive pill change the face of the legal profession? Why was the horse collar as important for human progress as the steam engine?





# how to: HIGHLIGHTS

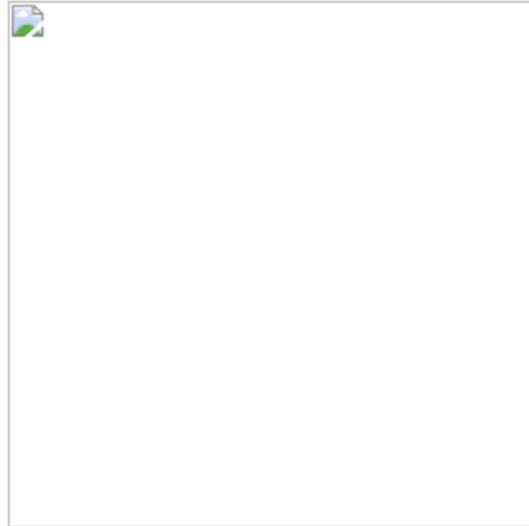
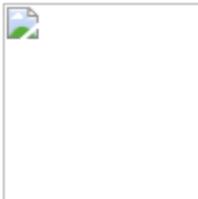


14.06.2017

**Travel & Exploration: Mount Everest, French Polynesia, the North Pole, Tudor London – and the Search for Bees**

with Bonita Norris, Dave Goulson, Geoff Dyer and Stephen Alford

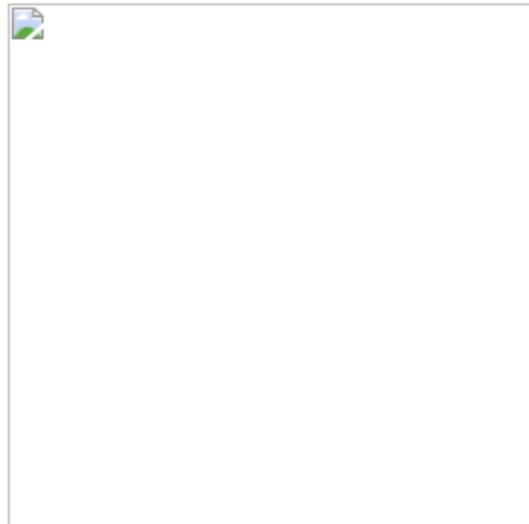
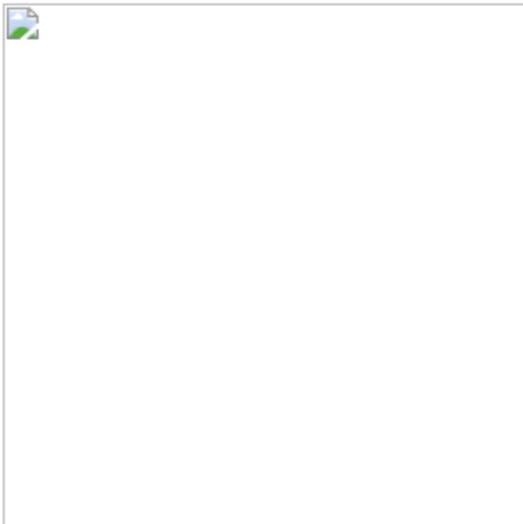
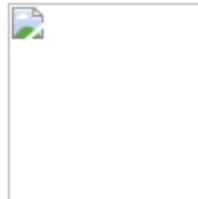
Today's most original travel writers come together to explore how travel raises in acute form the most fundamental questions.



19.06.2017

**An Evening with Graham Norton in conversation with Alice Levine**  
with Graham Norton and Alice Levine

The sharpest wit in broadcasting, Graham Norton joins fellow presenter Alice Levine for a conversation exploring his life, work and critically acclaimed debut novel,  *Holding* , a richly textured detective story set in the remote Irish village of Duneen.



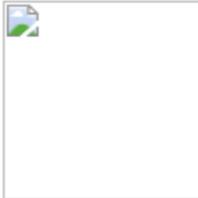
26.06.2017

**An Evening with Ruby Wax, Bella Pollen and Rachel Johnson**

with Ruby Wax, Bella Pollen & Rachel Johnson

Who are we? What do we want? How can we learn to be happy without going crazy in the process?

Comedian and mental health campaigner, Ruby Wax along with designer and author, Bella Pollen, are two independent spirits who have taken risks, broken rules and pushed against convention in their pursuit of answers to some of life's more fundamental questions.



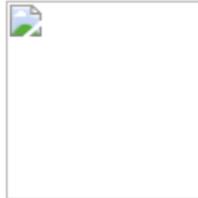
12.06.2017

**An Evening of True Adventure. SOE and SAS Special Forces Operations during the Second World War.**

with Ben Macintyre and Rick Stroud

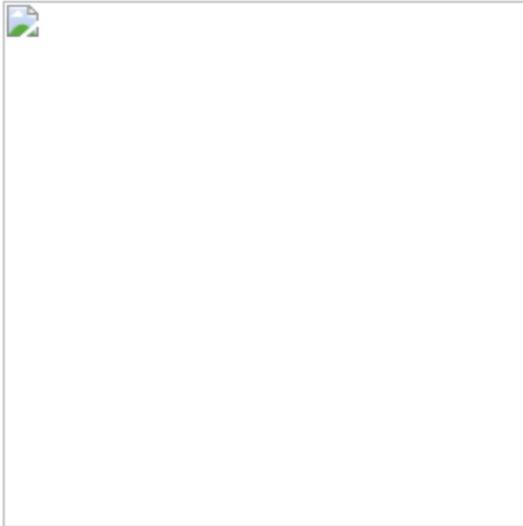
Join us for an evening of true adventure and derring-do, as Rick Stroud and Ben McIntyre exchange stories of the SOE women and the SAS men who went to ground all over Nazi-occupied Europe.

Set up by Churchill in 1940, the Special Operations Executive (SOE) saw its role in France as helping the Resistance, by recruiting guerrilla fighters...





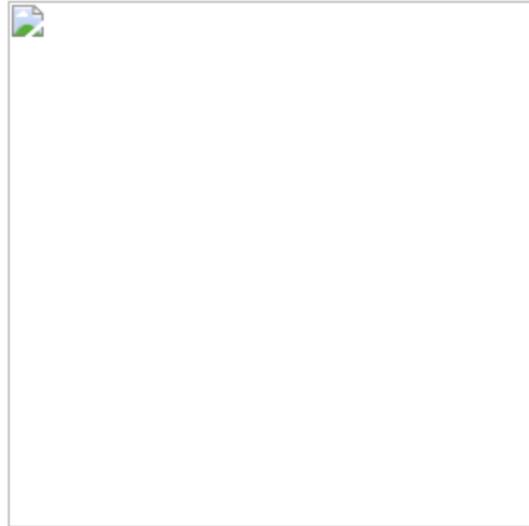
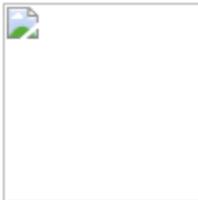
# how to: BUSINESS & POLITICS



22.06.2017

**A Masterclass in Leadership  
(understood through Football)**  
with Sam Walker

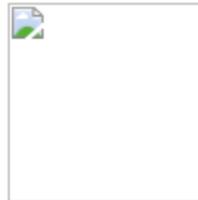
What makes a great leader in business or in football? In this groundbreaking talk developed after extensive research amongst general managers, executives, and others skilled at building elite teams, Sam Walker will identify the seven characteristics shared by all elite captains/leaders and explode the myth of the transcendent celebrity superleader.

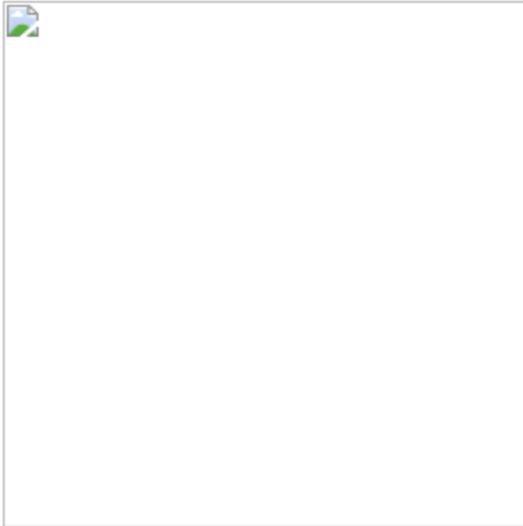


22.06.2017

**How To Excel at Interviews (A  
Masterclass in Interview Technique)**  
with James Reed, chairman of recruitment specialists REED, in conversation with Heather McGregor.

Learn the secrets to excelling at interviews, direct from top interviewers and recruiters, in this conversation between James Reed, chairman of recruitment specialists REED and the former Mrs Money Penny, Heather McGregor, the owner of Taylor Bennett, the executive search firm.



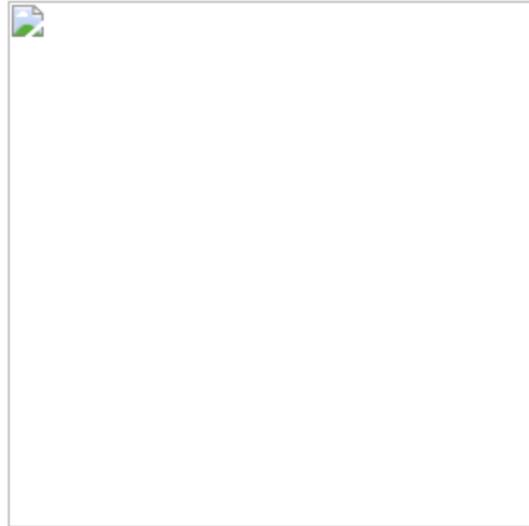
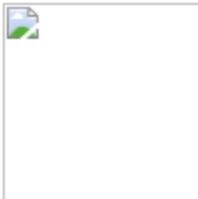


10.07.2017

**Harness the Digital Revolution**

with Andrew McAfee and Erik Brynjolfsson

In this major talk, the acclaimed MIT Professors Eric Brynjolfsson and Andrew McAfee, co-authors of the bestselling '*The Second Machine Age*', will present a user's guide to the Digital Economy explaining how digital technologies are changing the ways that companies organise themselves, perform, improve and compete.



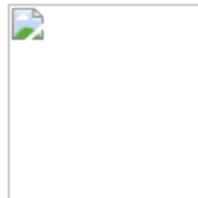
13.07.2017

**An Evening with Nick Clegg on Trump, Brexit & Populism**

with Nick Clegg

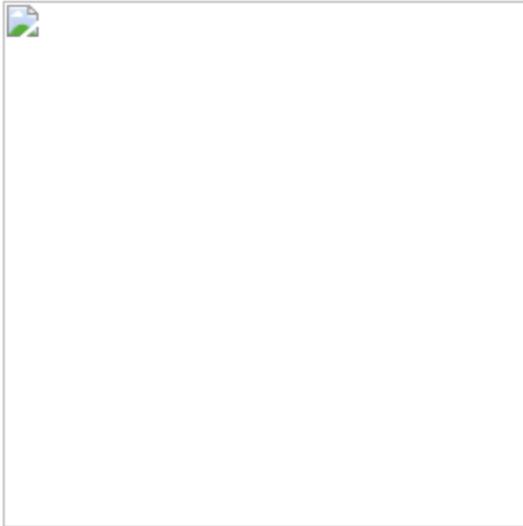
Join us as Nick Clegg discusses the tectonic shifts in our political landscape over the past year.

One year ago as *Between the Extremes*, Clegg's widely-praised insider's dissection of the coalition government came out, politics was changing. Now it has changed.





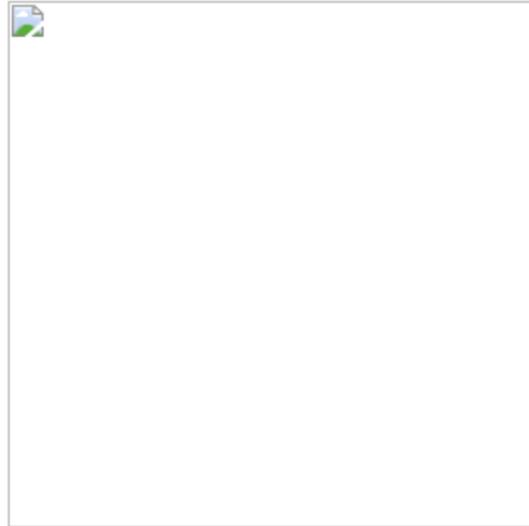
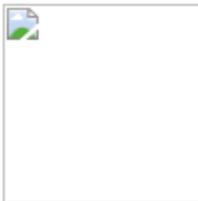
## how to: JULY EVENTS



03.07.2017

**Shakespeare's Women: Harriet Walter  
in conversation with Katherine Rundell**  
with Harriet Walter and Katherine Rundell

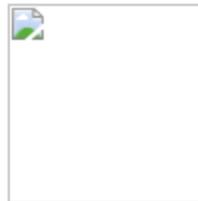
In her glorious career Harriet Walter has played nearly all of Shakespeare's heroines: Ophelia, Portia, Viola, Imogen, Lady Macbeth, Beatrice, Cleopatra. But where, she asks, does an actress go after playing Cleopatra's death? Why didn't Shakespeare write more – and more powerful – roles for women?



12.07.2017

**Stay Married**  
with Ada Calhoun

As wedding season approaches, join Ada Calhoun for a funny (but not flippant), smart (but not smug) evening on marriage. Anyone who is married (or contemplating it) knows that in our most cherished institution, over the years there will be fights, there will be angst, and there may even be affairs; sometimes you'll look at the person you love and feel nothing but rage. And still, with frank insight...





# how to: TRAVEL



02.12.2017 - 06.12.2017

**A Journey to Sub Antarctica. Scientific Cruise Ship Expedition 2017.**

with Isabel Behncke, Cristián Samper, Fernanda Weinstein, Howard Charney, Ian McEwan  
and Ricardo Rozzi

A 56 hour navigation along the Subantarctic seas on board the Stella Australis, visiting important geographical, scientific and anthropological milestones, including Pía Glacier, Wulaia Cove, Cape Horn, Puerto Williams and its Cape Horn Subantarctic Research Center. Science and technology experts will lecture attendees and Chilean public officials will describe the country's effort to establish this territory as a natural laboratory for the world's scientific community.

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