

From: How To Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Nobel Laureate Shirin Ebadi, Future of China : Anatole Kaletsky & Rana Mitter, Robert Penn on Woodcraft, Sunil Khilnani on India, Peter Singer.

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How to: Spring Programme

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29.03.2016

Eveningtime Event, 6:45pm – 8:00pm

how to: An Evening with Nobel Peace Prize Winner: Shirin Ebadi

Dr. Shirin Ebadi in conversation with Azadeh Moaveni.

Nobel Peace Prize-winning human rights lawyer and activist Dr Shirin Ebadi joins the how to: Academy for a special event to tell of her fight for reform inside Iran and the

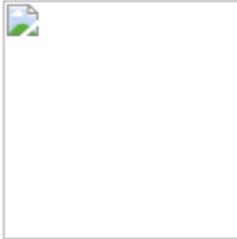
devastating backlash she faced after winning the Nobel Peace Prize.

Nobel Peace Prize-winning human rights lawyer and activist Dr Shirin Ebadi joins the how to: Academy for a special event to tell of her fight for reform inside Iran and the devastating backlash she faced after winning the Nobel Peace Prize. Having fought tirelessly for democracy, equality before the law and freedom of speech, Shirin Ebadi has become a global voice of inspiration. Yet inside her homeland, her own life was plagued with daily surveillance, relentless intimidation and unsparing violence.

This talk, as well as presenting the story of the author's personal struggle and determination to continue her life's work, will provide an illuminating account of life and politics in Iran today. For those interested in democracy, equality, and freedom of speech, the chance to hear Dr Shirin Ebadi first-hand is not one to be missed.

"Democracy doesn't recognize east or west; democracy is simply people's will. Therefore, I do not acknowledge that there are various models of democracy; there is just democracy itself."

This event will be conducted in Farsi, with consecutive translation.





HIGHLIGHTS



21.02.2016

how to: Understand what is happening in China. The Outlook for Investment, Politics and Economics

with Anatole Kaletsky, Dr Keyu Jin, Rana Mitter

[Read more and book now](#)



09.02.2016



05.02.2016 *Last tickets*

how to: Speak in Public
with Edie Lush

[Read more and book now](#)



12.02.2016 *Last tickets*

how to: Sell (The art of getting anyone to say yes to anything)

with Gavin Presman

[Read more and book now](#)



19.02.2016 *Last tickets*

how to: Negotiate

with Gavin Presman

[Read more and book now](#)

how to: An Evening with A. A. Gill

A.A. Gill in conversation with John Mitchinson

[Read more and book now](#)



CREATIVITY



20.04.2016

how to: Dave Trott: A New Masterclass in Creativity

with Dave Trott

'Creativity,' Dave Trott told us in his previous talk for the how to: Academy, ***'is the last unfair advantage we have over the competition'***.

Returning for a new, extended masterclass which will provide fresh insights from his years of experience in the creative industries, we are delighted to welcome advertising legend Dave Trott back to the how to: Academy. Whether you missed out on tickets to his last sold-out lecture, attended, or have only just discovered Trott's creative genius, this masterclass will provide you with the inspiration you need for practical and effective creative thinking.

[Read more and book now](#)



GENDER EQUALITY



13.04.2016

how to: Achieve Gender Equality in your Organisation. (A major new approach.)

with Iris Bohnet

Behavioural economist, at Harvard University, Iris Bohnet joins the how to: Academy to explain how you can achieve gender equality in your organisation.

Bohnet will explain the unconscious biases that hold back acceptance of gender equality, and demonstrate how it is easier, and cheaper, to enact small changes that de-bias the structure of your whole organisation rather than the individuals within it. Presenting research-based solutions, Professor Bohnet will hand us the tools we need to move the needle in classrooms and boardrooms, in hiring and promotion, benefiting businesses, governments, and the lives of millions.

A MUST for HR DEPARTMENTS, CEOs and EMPLOYEES, we highly recommend booking early to hear one of the world's thought-leaders in the achievement of gender equality in the workplace....

[Read more and book now](#)



FINANCE



15.03.2016 *Last tickets*

how to: An Evening with Adair Turner: On Money, Credit and Global Finance.

with Adair Turner

"Sometimes it's better for governments to print more money rather than rescue banks."

In this talk Adair Turner, the head of the Financial Services Authority in 2008, will argue against conventional wisdom and show why sometimes it's better to print your way out of financial crises, rather than shifting debt on to the public.

Drawing on his new book *Between Debt and The Devil*, Lord Turner will also demolish the arguments behind deregulating the financial industry, showing that most credit is not needed for economic growth but rather drives real estate booms and busts, and leads to financial crisis and depression....

[Read more and book now](#)



NATURE



07.04.2016

how to: The Art of Reading Water. (For Flyfishers, Rowers, Sailors, Walkers & Lovers of Puddles)

with Tristan Gooley

How to spot dangerous water in the pitch black with the help of a clock face, find your way with puddles, and read the sea using ancient Viking methods. Expert in natural navigation Tristan Gooley joins the how to: Academy to present the ultimate guide to 'reading water'.

A must for walkers, sailors, flyfishers and everyone interested in the natural world, Tristan's lecture will explain how to read the signs that are present in any body of water, from a glass on a table to the oceans that span the earth. From wild swimming in Sussex to canoeing in Borneo, Tristan will draw on his own adventurous experience to reveal the secrets of ponds, streams, lakes, rivers and seas. Whether you want to catch something to eat, sail across the globe, or simply paddle in the sea, reading water will help you to better understand the relationship between water, the earth, the sky and living creatures. ...

[Read more and book now](#)





21.03.2016

how to: The Art of Woodcraft

with Robert Penn

We are delighted to welcome Rob Penn, author, television presenter and raconteur, for a special how to: Academy event that follows the journey of one tree and the work of the craftsmen who turned it into over 100 useful objects.

In 2012, Penn felled a great ash from a Welsh forest. Travelling with this magnificent tree across Britain, Europe and the USA, he visited a generation of craftspeople committed to creating beautiful objects from wood. From wheelwrights and arrowsmiths, toboggan-makers and hurley stick carvers, Penn observed and documented the traditional and modern techniques that can turn this renewable resource into gorgeous, useful and natural objects....

[Read more and book now](#)



BUSINESS



14.03.2016

how to: Start a Business (For Women only)

with Anna Percy-Davis

Do you have an idea or a product you want to sell? Have you always dreamt of running your own business, being the master of your own destiny, running an empire? Do you have a vision of being an entrepreneur? Or is it just that you want to do something that is fun, quirky, different and interesting and that is all yours? If so (and you are female!) this workshop is for you!

This three hour workshop will help you to define your idea, product and unique selling point. From this you will create your mission statement and the values underlying it. And then begin to create a workable business plan to actually get you started and, if necessary, raise the capital required....

[Read more and book now](#)



04.03.2016

how to: Photoshop for the Absolute Beginner

with Brad Clark

[Read more and book now](#)



11.03.2016

how to: Understanding Your iPad & iPhone

with Brad Clark

[Read more and book now](#)



HISTORY



18.02.2016

how to: History's People: Tyrants, Heroes, Rebels and Dreamers.

with Margaret MacMillan

Who were the great personalities who shaped history? And who were the most astute observers, glorious adventurers, and admirable risk-takers of the past? Who *really* deserves our recognition?

In this special event for the how to:Academy based on her new book *History's People* the internationally acclaimed historian Margaret MacMillan will present pen-portraits of the historical individuals who she believes deserve our recognition and understanding.

From leaders that have made huge and destructive mistakes, such as Hitler and Stalin, to the dreamers, explorers and adventurers who defied the constraints of their own societies, MacMillan will deftly unravel the hidden biographies of the people whose voices and actions stand out through the complexities of global history...

[Read more and book now](#)





09.03.2016

how to: Understand India with Sunil Khilnani

with Sunil Khilnani

Emperors, philosophers, poets, Bollywood stars and corporate titans, the range of individuals who have shaped India is wide. Join us as highly respected author and commentator Sunil Khilnani (presenter of BBC Radio 4's *Incarnations: India in 50 Lives* series) brings to life the stories of Indian's history's pivotal personalities.

Expect to explore Bollywood studios, slum temples, ayurvedic call centres and California communes as this talk demonstrates the continued relevance of those who have made India with humour and intelligence.

For a deeper understanding of India's fascinating history, told through the lives of its most interesting figures, book now to join Sunil Khilnani at the how to: Academy....

[Read more and book now](#)



LITERATURE



17.02.2016

how to: Thomas Mann, *The Magic Mountain*

with Joanna Kavenna

'A man lives not only his personal life, as an individual, but also, consciously or unconsciously, the life of his epoch and his contemporaries...'

Set in a sanatorium high in the Swiss Alps, *The Magic Mountain* – described by Thomas Mann as 'a mixture of death and amusement'– remains one most influential, and elusive, works of German literature.

Begun in 1912 and not published until 1924, Thomas Mann explores the diseased world of pre-war Europe, reflecting, through his hero, Hans Castorp, on modernity and the Enlightenment, art, politics, frailty, nationalism, music, and the newly discovered Freudian unconscious.

[Read more and book now](#)





06.04.2016

how to: Shylock is My Name: Howard Jacobson on The Merchant of Venice (Retold)

with Howard Jacobson

'The most troubling of Shakespeare's plays for anyone, but, for an English novelist who happens to be Jewish, also the most challenging' – Howard Jacobson

2016 is the the 400th year of Shakespeare's death. To commemorate the occasion, Howard Jacobson has reinterpreted *The Merchant of Venice* in a gripping tale of philanthropy, friendship, plastic surgery and a pound of flesh.... What does it mean in the modern world, asks Jacobson in *Shylock is My Name*, to be a father, a Jew, and a merciful human being?

Join us for an evening with the writer described by Daniel Hahn as '*a very literary man, a very funny, very literary man; more specifically ... a very funny, very literary, Northern Jewish man*'.

[Read more and book now](#)



ETHICS



10.06.2016 *Lunchtime Event*

how to: Peter Singer on how to: Act Morally in the 21st Century
with Peter Singer

'The world's most influential philosopher' and one of the top 20 Global Thought Leaders, Peter Singer comes to the how to: Academy.

What action can you take to lead a moral life in a grossly unequal world? Few people are better placed to answer this question than the philosopher Peter Singer, whose works on animal welfare and charitable giving have challenged moral assumptions, galvanised social movements and are practically required reading for ethical living. We are delighted to welcome Peter Singer to the how to: Academy for a live discussion of his hugely influential essay, "Famine, Affluence and Morality".

Singer argues that choosing not to send life saving money to starving people on the other side of the earth is the moral equivalent of neglecting to save a drowning child because we would prefer not to muddy our shoes. If we can help, we must – and any excuse is hypocrisy. To hear Singer's logic and thought processes first-hand, make sure that you book tickets to this special how to: Academy event....

[Read more and book now](#)







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