

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

**To:** j <[REDACTED]>

**Subject:** Evening of Radical Thinking- Basic Income, 15 hour week & more|Power of Film Happening with Germaine Greer, Melvyn Bragg, Will Self & 14 more speakers

**Date:** Tue, 24 Jan 2017 10:02:52 +0000

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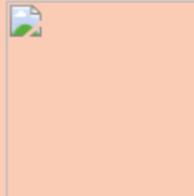
Newsletter January 2017  
[REDACTED]



07.03.2017

**An Evening of Radical Thinking  
– the case for free money, a 15-  
hour working week, and more –  
with bestselling author Rutger  
Bregman**

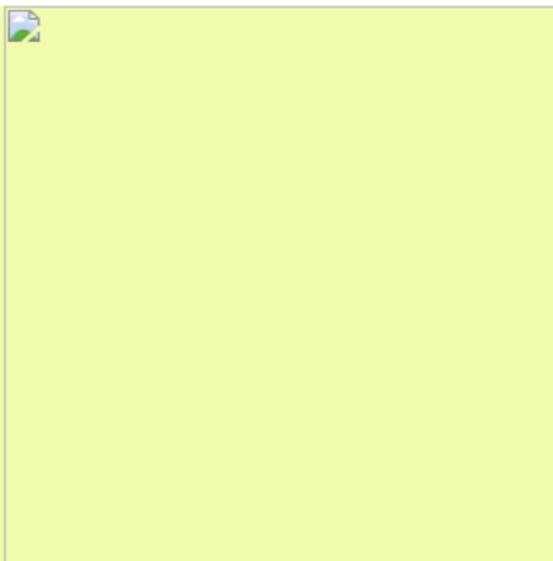
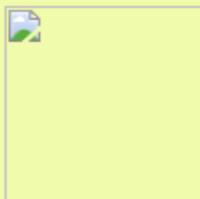
In this talk based on his new book *Utopia for Realists* – hailed by the Bookseller as “a must-read “big ideas” book with the potential to rival Thomas Piketty’s *Capital* and the works of Yuval Noah Harari in its impact”



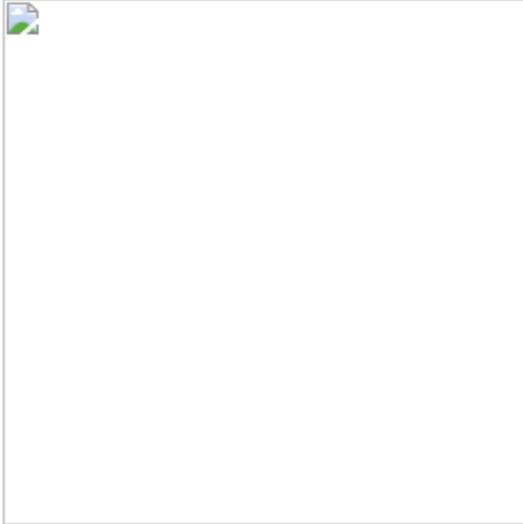
29.03.2017

**Learning the Lessons of Social Media Stars to make your Ideas, Products & Services Successful. (A Masterclass in Celebrity Branding)**

How do social media stars generate such obsession – even more than the Hollywood A-list? And what can they teach us about making our own ideas, products and services break through?



# how to: HIGHLIGHTS

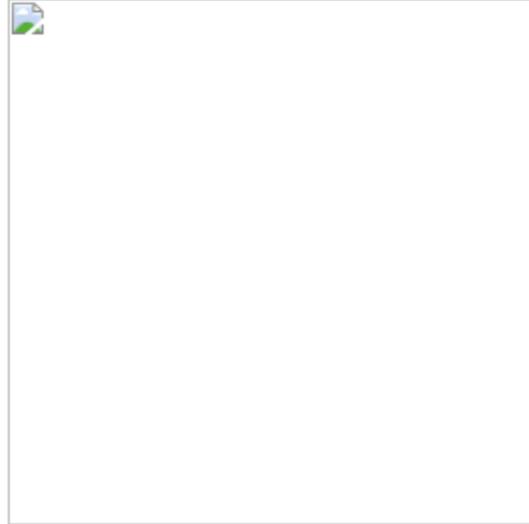
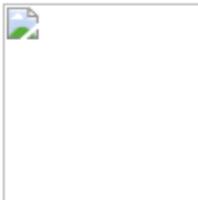


06.02.2017

## **Read Minds: A Journey into Neuropsychology**

with Barbara J Sahakian and Julia Gottwald

Barbara J. Sahakian, Professor of Clinical Neuropsychology, University of Cambridge, and Julia Gottwald, PhD student at Department of Psychiatry, University of Cambridge in an unmissable talk on one of the most remarkable and game-changing new techniques in neuroscience – functional magnetic resonance imaging, or fMRI which allows us...



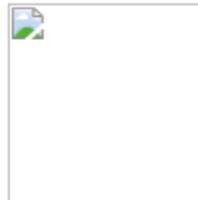
10.02.2017

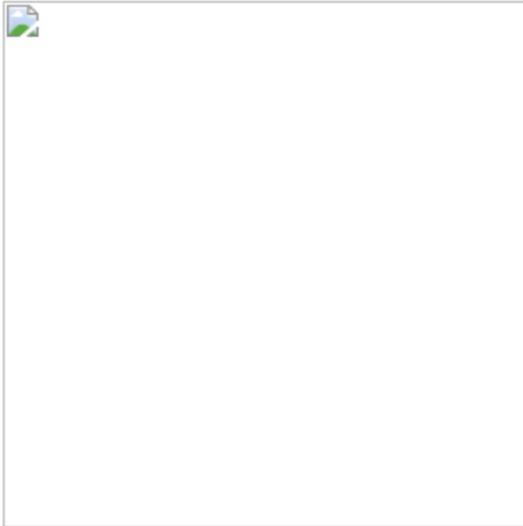
## **Business Masterclass: The Millennial Generation: How to engage and manage the next generation.**

with Dr Eliza Filby

Millennials (those born after 1980) now make up a quarter of the UK population and are the largest generation in history. They are however often poorly characterized as narcissistic, afraid of hard work and overly optimistic.

In fact, the opposite is true; they are incredibly entrepreneurial, creative, value-driven and ...





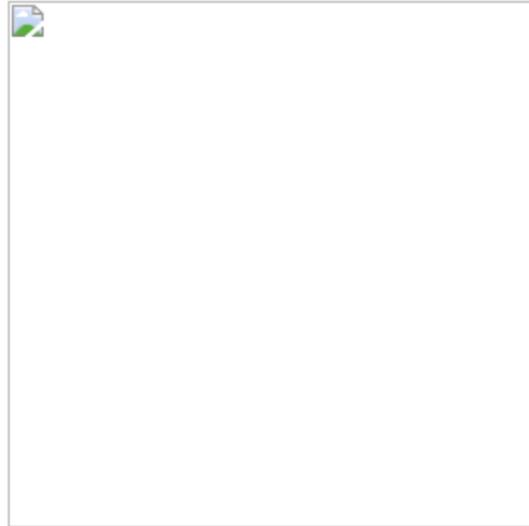
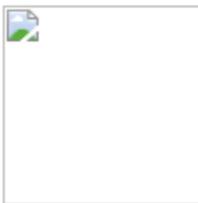
09.02.2017

### **Power of Film & Moving Image**

Hosted by Mariella Frostrup.

A special one-day multi-media symposium exploring The Power of Film with **Mariella Frostrup, Melvyn Bragg, Germaine Greer, Will Self, Fatima Bhutto, Michael Gunton, John Simpson, Elif Shafak, Beeban Kidron, Stephen Bayley, Christiane Amanpour.**

Plus, **Herman Narula** the CEO of Improbable on "Creating new realities", **Hassan Akkad** the refugee who filmed his journey to Europe on Go-Pro, **Katrina Dodd** on Advertising and Gender Equality, **Sophie Hackford** on Drones, Satellites and AI, and **Jude Pullen** and **Ross Atkin** on the BBC's pioneering The Big Life Fix.



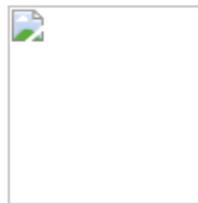
13.02.2017

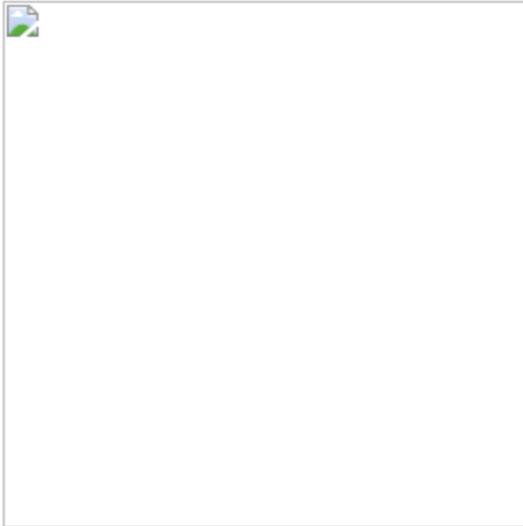
### **Innovation, Play & the Future of Technology**

with Steven Johnson

Steven Johnson, the international best-selling author of *How We Got To Now*, whose TED talk has had over 1 million views, in a talk on innovation and the future of technology seen through the history of play: the subject of his major new book, praised by Bill Clinton, Steven Pinker and Malcolm Gladwell- *Wonderland : How Play Made the Modern World*.

If want to know where technology is headed you should be paying close attention to the way we play. You'll find the future wherever people are having the most fun.



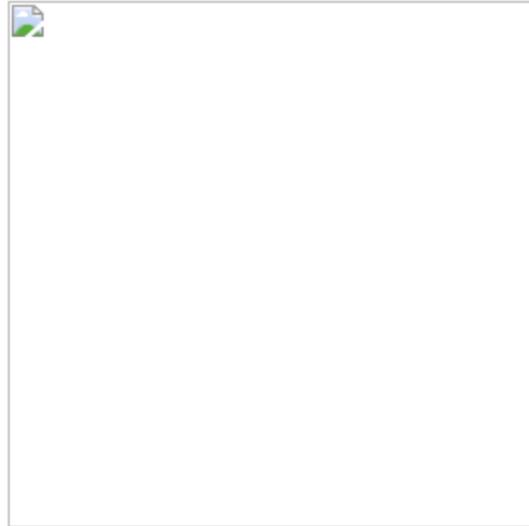
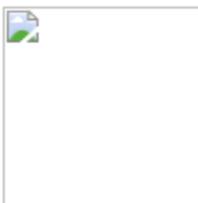


10.02.2017

**How to Have a Good Day: Harness the Power of Behavioural Science to Transform Your Working Life**  
with Caroline Webb

Following last year's sold-out talk, the inspirational Caroline Webb is back in the UK.

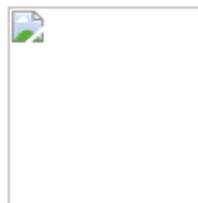
If your New Year's resolution is to maximize your energy, get the best from every conversation, and wake up each morning your smartest, wisest, most creative self, then this is the event for you. Drawing on the power of Behavioural Science, Caroline Webb, management consultant and executive coach, will show how to transform your life both at home and at work.



23.02.2017

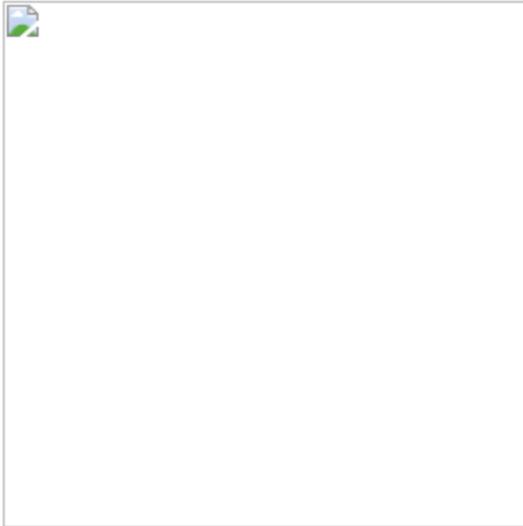
**A Wildlife Safari via satellites and drones (Where The Animals Go)**  
with Dr James Cheshire and Oliver Uberti

For lovers of Planet Earth, Infographics and Maps, an unmissable talk by the bestselling authors of London: The Information Capital. Drawing on their pioneering new book Where The Animals Go we will learn about seals mapping the sea, baboons making decisions, birds dodging tornadoes and jaguars taking selfies. And join the journeys of sharks, elephants, bumblebees, snowy owls, and a wolf looking for love. All this thanks to satellites, drones, camera traps, cellphone networks, apps and accelerometers which allow us to see the natural world like never before.





# how to: BUSINESS

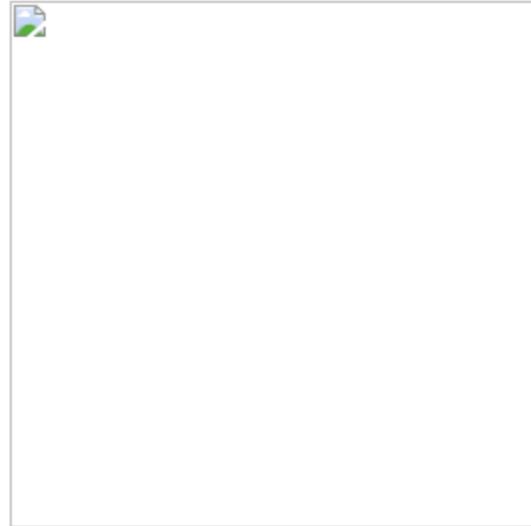
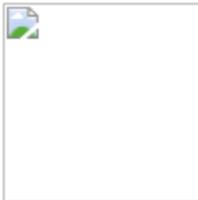


17.02.2017

**Business Masterclass: Influence**  
with Gavin Presman

How to Influence .... with integrity (the art and science of yes)

Whether in your personal or professional life, it is likely that you need to influence others to create results. You will need to hear yes more than no if you want your projects and passions to be realised. This interactive and engaging seminar will support you to do that in a way...

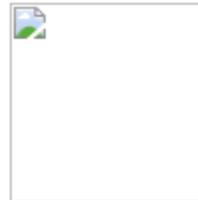


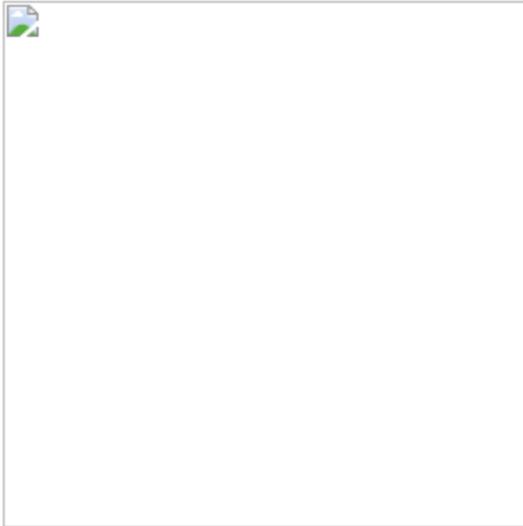
06.03.2017

**Business Masterclass: Speak in Public**  
with Edie Lush

All of us have to do it – “say a few words” – at one time or another. Most of us are terrified by the thought of it. But don't panic. This three-hour workshop will enable you to make fear of your audience a thing of the past.

Does the prospect of addressing a roomful of people leave you weak with terror? Does your mouth dry up and your stomach turn over at the invitation to speak?



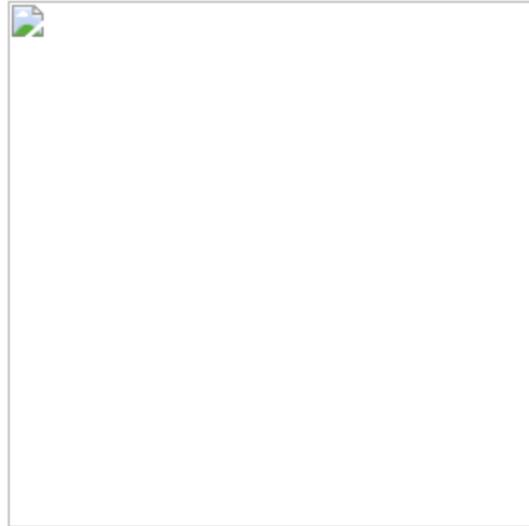
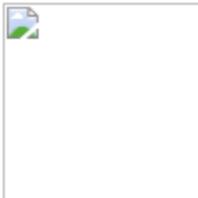


03.03.2017

**Business Masterclass: Negotiate**  
with Gavin Presman

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: Negotiate will teach you the proven strategies and tactics that professionals use to get more from every deal. It will show you how applying the simple principles of win/win ...

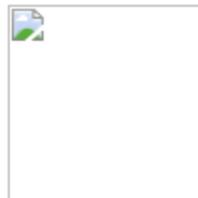


13.03.2017

**Business Masterclass: Success**  
**Strategies for Women in the Workplace**  
with Anna Percy-Davis

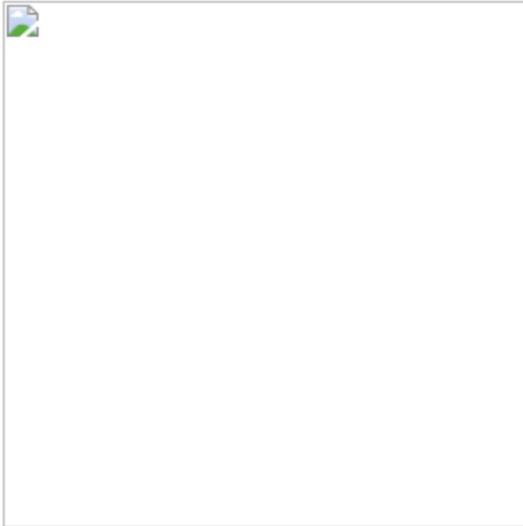
How to make your mark and get ahead whilst still being collegiate and having fun. A workshop for women who want to make a success of their working life.

- How to make your mark from day 1 – the dos and don'ts for your first few days and months in a new role....





# how to: LIFESTYLE



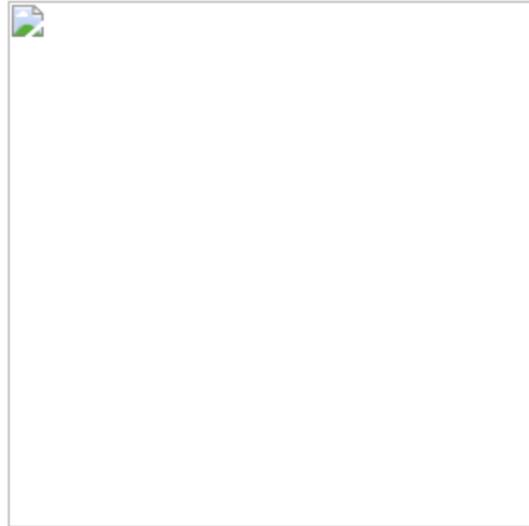
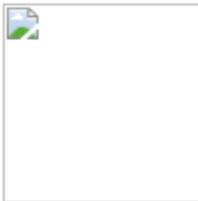
20.02.2017

**Control Your Mind (A Journey into what Neuroscience can do for us)**

with Caroline Williams

What makes us smarter? Visiting top neuroscientists in their labs, Caroline Williams challenged researchers to make real changes to her imperfect brain. She sought to improve on weaknesses such as her limited attention span and tendency to worry too much, and then branched out into more mysterious areas such as intelligence, creativity, and the perception of time.

Trying everything from high-tech brain stimulation to meditation, adding bolt-on senses and retraining her stress response, this talk based on her book *Override* will be ...



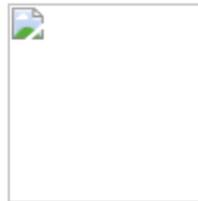
16.03.2017

**How to be Calm in a Busy World (The Things You Can See Only When You Slow Down)**

with Haemin Sunim

This talk by the multi-million bestselling author, Haemin Sunim, a Buddhist monk born in Korea and educated in the United States, will advise us on everything from handling setbacks to dealing with rest and relationships.

Haemin Sunim's simple messages – which he first wrote when he responded to requests for advice on social media – speak directly to the anxieties that have become part of modern life and remind us of the strength and joy that come from slowing down.





## how to: NATURE



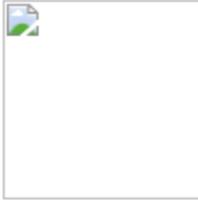
20.04.2017 - 21.04.2017

**Recognise Birdsong at Knepp Castle, Sussex (Last 4 Yurts)**

with Tim Dee

Dawn chorus in the spring is a magical experience and nowhere more so than at Knepp Castle.

We will leave on the afternoon of the 20th April from Victoria on the Gatwick Express then be driven to the Knepp Castle Estate.



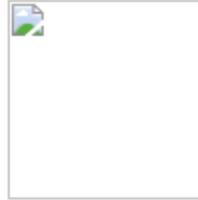
09.05.2017

**A Masterclass in Understanding Rewilding**

with Charlie Burrell

We will meet in the morning at Victoria Station, take the Gatwick Express and then after a short drive arrive at Knepp Castle.

We will start the day over tea, coffee and biscuits with an illustrated talk by Charlie Burrell, Owner of Knepp and Chairman of Rewilding Britain...





## how to: **FILM**

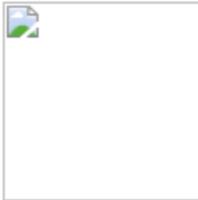


15.03.2017

**An Evening with Neil Jordan**  
with Neil Jordan

A rare opportunity to hear a master of modern cinema Neil Jordan on his award-winning films, novels and creative process.

The films he has written and directed have won multiple awards, including an Academy Award (*The Crying Game*), a Golden Bear at Venice (*Michael Collins*), a Silver Bear at Berlin (*The Butcher Boy*) and several BAFTAs (*Mona Lisa* and *The End of the Affair*). His screen credits include *The Company of Wolves*...

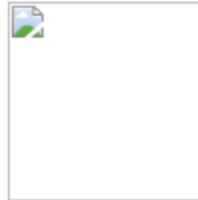


18.03.2017

**Saturday Film School: Launch your filmmaking career**  
with Elliot Grove and Patrick Tucker

**Saturday Film School is Europe's Most Popular Filmmaking Course**

This is the film school course that has launched the careers of British independent filmmakers. The techniques and tools described in this information packed day are the ones used by filmmakers like Edgar Wright and Christopher Nolan. Over 13,500 filmmakers and screenwriters worldwide have taken Saturday Film School.





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