

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

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

**Subject:** Insider View on Future of China, Adair Turner on Money, Harvard Professor on Gender Equality, Robert Penn on Trees, Dave Trott on Creativity...

**Date:** Tue, 26 Jan 2016 10:04:57 +0000

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## How to: Spring Programme

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21.02.2016

Daytime Event, 11am -12:15pm

**how to: Understand what's happening in China. And the Future Outlook.**

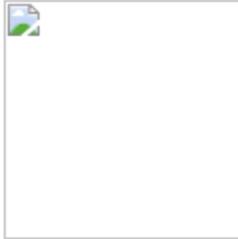
with Anatole Kaletsky, Dr Keyu Jin and Rana Mitter

Fresh from having presented at Davos, Rana Mitter and Keyu Jin join Anatole Kaletsky and the how to: Academy for a timely event to explain what's happening in

business, economics and politics in China.

The slowest growth rate in 25 years, a stuttering stock market, and warnings from George Osborne and Mark Carney. What is happening in China? And should we be worried?

Join experts Rana Mitter, Professor of the History and Politics of Modern China at Oxford University, Dr Keyu Jin of the LSE, and economist Anatole Kaletsky for an exceptional insight into China today, and what recent shifts in its policies and economy mean for investments and investors in the present and near future....





## HIGHLIGHTS

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15.03.2016

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

with Adair Turner

[Read more and book now](#)



13.04.2016

**how to: Achieve Gender Equality in your**



**05.02.2016** *Last tickets*

**how to: Speak in Public**  
with Edie Lush

[Read more and book now](#)



**19.02.2016** *Last tickets*

**how to: Negotiate**  
with Gavin Presman

[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](#)

## Organisation. (A major new approach.)

with Iris Bohnet

[Read more and book now](#)



NATURE

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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: Turn one tree into over 100 beautiful objects**

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](#)



CREATIVITY

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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](#)



## MEMOIR

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03.02.2016

## **how to: How to Investigate a Family Secret**

with Jeremy Gavron

In 1965, a beautiful young woman gassed herself to death in Primrose Hill, north London. Like Sylvia Plath, who died in eerily similar circumstances two years previously just two streets away, she was a writer, and the mother of two small children.

Her name was Hannah Gavron, and she left behind an about-to-be-published manuscript, *The Captive Wife*. Her young son, just four at the time of his Hannah's suicide, grew to become the author, Jeremy Gavron.

Searching for the mother who was never talked about as he grew up, Jeremy Gavron discovered letters, diaries, and photos that paint a picture of a brilliant but complex young woman grappling to find an outlet for her creativity, sexuality, and intelligence. His resultant memoir of his mother, *A Woman on the Edge of Time*, not only documents the too-short life of an extraordinary woman; it is a searching examination of the suffocating constrictions in place on intelligent, ambitious women in the middle of the twentieth century....

[Read more and book now](#)





09.02.2016

## **how to: An Evening with A. A. Gill**

A.A. Gill in conversation with John Mitchinson

An unmissable evening with A.A.Gill in conversation with John Mitchinson on the occasion of his new book *POUR ME, A Life*, his dark yet laugh-out-loud memoir, which charts the soggy tangle of a shredded life; the year between the end of his marriage and the end of his drinking .

"The one miserly charity of drink is that it strips away memory. You start by forgetting the last hour of Saturday night, a name, a conversation, how you lost your shoes, and then, as life begins to tumble like an up-ended skier, so the avalanche of forgetting comes and sweeps up the evidence, burying the remembrance in a soft white darkness, a roaring silence. After a time you've forgotten more than you can remember. For me, out of a decade I have perhaps two years, perhaps three, of remembrances ... There is a hope, if not a reliable fact, that this is the best I can muster, this is a retrospective truth gleaned from the shards and tesserae. An attempt to reimagine something lost, an emotional archaeology" A.A. Gill

[Read more and book now](#)



## NEW LITERATURE TALKS

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06.04.2016

## **how to: Howard Jacobson on William Shakespeare's 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](#)



## HISTORY

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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](#)





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, Stalin and Thatcher, 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](#)



## HOW TO READ SERIES

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17.02.2016  
**how to: Thomas Mann, The**



02.03.2016  
**how to: Virginia Woolf, To The**

**Magic Mountain**  
with Joanna Kavenna

[Read more and book now](#)

**Lighthouse**  
with Deborah Levy

[Read more and book now](#)



16.03.2016

**how to: Elena Ferrante,  
Neapolitan Quartet**

with Rachel Cusk

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30.03.2016

**how to: Katherine Mansfield,  
Short Stories**

with Ali Smith

[Read more and book now](#)



## COMPUTER SKILLS

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11.03.2016  
**how to: Understanding Your iPad & iPhone**  
with Brad Clark



[Read more and book now](#)

04.03.2016  
**how to: Photoshop for the Absolute Beginner**  
with Brad Clark



**BUSINESS (Women only)**

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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.

The workshop will be run by Anna Percy-Davis . Anna is an executive and career coach who works with entrepreneurs running both big Corporations and small one-person businesses. Her focus is to help individuals be both gutsy and resilient...

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## INTELLECTUAL RETREAT

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19.05.2016 - 22.05.2016

*Last tickets*

Long Weekend Thursday to Sunday (3 Nights)

### **how to: Weekend retreat in Spain, near Seville**

with Jonathan Keates, Frances Wilson, John Lanchester, Miranda Carter, Thomas Fink

Join us for The how to: Academy's end of May weekend retreat in Andalucia, the birthplace of Velasquez and Picasso, of Segovia – the father of modern classical guitar – and of the poet Lorca.

We will be staying at the astoundingly beautiful Trasierra – ‘the hotel for people who don't like hotels’ – a country retreat in the hills an hour north of Seville, a hidden estate with views across to the Mediterranean and Morocco. Set in ten acres of sculpted gardens, surrounded by orange groves, and nestling within several thousand acres of cork and olive trees, Trasierra is a world within a world.

The pattern of the days is as loosely organised as is necessary to soak up the genius of the place:

Arrive on Thursday for cocktails and then supper. Friday and Saturday everyone is free during the morning and afternoon to swim, read, venture into the landscape, paint, do yoga and so on....

[Read more and book now](#)







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