

From: How To Academy <[REDACTED]>

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Subject: New. Jeanette Winterson on the Winter's Tale. Max Hastings on Spies. Ranulph Fiennes on Heat. And Trees, Dostoevsky, Henry V, the Beauty of Physics.

Date: Wed, 26 Aug 2015 09:36:50 +0000

How to: Autumn Programme

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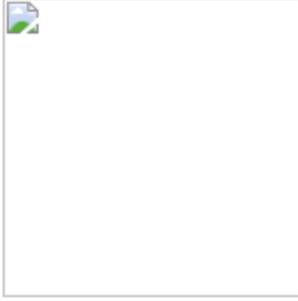
01.10.2015

Evening Event, 7:00pm - 8:15pm

how to: An Evening with Jeanette Winterson
with Jeanette Winterson

Join us as one of our most imaginative storytellers presents her latest work, *The Gap of Time*. A retelling of Shakespeare's *The Winter's Tale*, this is a deeply personal

story from the highly acclaimed author of *Oranges are Not the Only Fruit*.





BUSINESS



21.09.2015

how to: 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? Can you imagine a future in which you can stand up and speak to a crowd without feeling like a fool? Make your fear a thing of the past. This practical and interactive session is for people who want to appear confident and in control even when they are feeling the exact opposite. By exploring concepts of effective communication we will work on your presence and your content to ensure that you have command of your impact and come across as engaging, memorable, authoritative – and relaxed.

[Read more and book now](#)





25.09.2015

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

with Gavin Presman

Do you sometimes realise that your job relies as much on changing minds, as on your particular specialist skill? Do you sometimes struggle to get people to buy what you're selling, whether it's your product, your ideas, or even your personality? Have you ever wondered why some people can persuade others effortlessly?

COURSE OUTLINE

How to: Sell Anything will transform your understanding and approach to selling, using practical and effective techniques to increase your influence. It will show you how we all rely on salesmanship: whether you're an account manager or an artist, an entrepreneur or an engineer – the secret of success is your ability to get a yes.

Combining 15 years of experience in sales and motivation with the latest psychological research into the science of influence, this workshop demonstrates how selling is fundamental to our professional and personal lives, and that the strategies and conventions of influence are inextricably bound to our day-to-day interactions. The workshop is built around the key factors that motivate us to buy in the first place, so you can create selling solutions that provide the best deal for everyone.

[Read more and book now](#)





18.09.2015

how to: 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 negotiation will leave you richer in every area of your life.

This powerful workshop will engage and inspire you to take a new look at how you negotiate in all areas of your life. Designed following fifteen years of research into the most effective negotiation practice, it will equip you to negotiate effectively in 2014 and beyond. Fundamental to the workshop will be the belief that most effective negotiators work collaboratively for long term mutual gain, so we won't be learning any short term gambits here, just effective and honest strategies that are proven to get results.

[Read more and book now](#)



HISTORY



30.09.2015

how to: Spies, Codes and Guerrillas 1939–1945

with Max Hastings

In this talk for the How To Academy based on his new book on *Spies, Codes and Guerrillas*, Max Hastings will talk about the espionage and intelligence machines of all sides in World War II, and the impact of spies, code-breakers and partisan operations on events.

He will examine key moments, such as the Soviet espionage operations which dwarfed those of every other belligerent in scale, as well as the code-breaking operation at Bletchley Park – the greatest intelligence achievement of the conflict.

The talk will also touch on other less well known tales of high courage ashore, at sea and in the air such as womanising Richard Sorge pretending to be a committed Nazi whilst spying for the Soviet Union from the German embassy in Tokyo, and Joseph Rochefort, the awkward, overlooked US naval intelligence officer who in a moment of inspiration became the man who won the battle of Midway.

For an evening full of high policy, human drama, treachery, guerrilla warfare, ciphers, clandestine meetings in cafes, and wireless operators tapping out messages across the airwaves, this is the talk to come to.

[Read more and book now](#)





08.10.2015

how to: English Monarchs. Elizabeth II, Victoria, William & Mary, Henry V

with Anne Curry, Douglas Hurd, Helen Castor, Jane Ridley, Jonathan Keates

Following on from the huge success of the first series of talks to launch the Penguin Monarch series, the How To Academy is delighted to present another evening of talks and discussion. Join us to hear Douglas Hurd on Elizabeth II, Jane Ridley on Victoria, Jonathan Keates on William & Mary and Anne Curry on Henry V.

Moderated by historian Helen Castor, this promises to be another fascinating exploration of the nature of Monarchy and its place at the heart of our history.

[Read more and book now](#)



TECHNOLOGY



18.11.2015

how to: Is Silicon Valley the New Welfare State?

with Evgeny Morozov

In this special talk for the How To Academy in the intimate and ultra cool setting of Second Home, Evgeny Morozov, one of the most brilliant and respected commentators on the Internet, will discuss one of the most important issues today: namely, how technology companies promise us a seemingly genuine path towards social mobility. Thus, they are more than happy to provide the public with free services in exchange for our data.

Initially those services were limited to communication and search online but today they increasingly include services that promise better healthcare (think wearables), better education (think MOOCs), better transportation (think Uber) and even better and free connectivity for all (think Internet.org).

But what are the moral, political, and social consequences of accepting this free bargain? And why are our governments so eager to go along with Silicon Valley's plans?

[Read more and book now](#)







NATURE



24.09.2015

how to: The Company of Trees. (A Personal Journey with Thomas Pakenham)

with Thomas Pakenham

In this talk acclaimed historian and bestselling author Thomas Pakenham , the original Man of the Trees, will share his profound love of trees.

Drawing on his new book *The Company of Trees* Thomas will recount his personal quest to establish a large arboretum at his family estate, Tullynally in Ireland, his forays to other tree-filled parks and plantations, his often hazardous seed-hunting expeditions, and his efforts to preserve magnificent old trees and historic woodlands.

We will also journey with him to the Tibetan border in search of a magnolia and to Eastern Patagonia to see the last remaining giants of the Monkey Puzzle tree, to Tibet's Tsango Gorge which yields more than 100 bags of seeds, including the Tibetan golden oak, the Tsango cypress and blue-stemmed maples.

[Read more and book now](#)



EXPLORATION



13.10.2015

how to: An Evening with Ranulph Fiennes

with Ranulph Fiennes

In this talk for the How To Academy, the world's greatest living explorer who has travelled to some of the most remote, dangerous parts of the globe and is well-known for his experiences at the poles and climbing Everest, will talk about how he has also endured some of the hottest conditions on the planet, where temperatures regularly exceed 40 degrees and, without water and shelter, death is inevitable.

Ranulph Fiennes was awarded the Order of the British Empire (OBE). One of Britain's most famous explorers, he has raised over £14 million for charity and was named Best Sportsman in the 2007 ITV Great Britain Awards. In 2009 he became the oldest Briton to reach the summit of Everest and in 2015, the oldest Briton to complete the Marathon des Sables.

[Read more and book now](#)



SCIENCE



29.09.2015

how to: Understand the Universe

with Carlo Rovelli

Join us for an unmissable lunchtime talk by Carlo Rovelli, the author of the bestselling *Seven Brief Lessons on Physics*: an 80 page book on physics written for readers that know little or nothing about the subject which has now sold over 300,000 copies.

For this talk, not in 80 pages but in less than hour, Professor Rovelli will explain in simple terms some of Einstein's theory of general relativity, quantum mechanics, black holes, the complex architecture of the universe, elementary particles, gravity and the nature of the mind.

The strangeness, the mysteries, the poetry, and especially the intense beauty of the world described today by physics will be entertainingly revealed and you will be able to wonder at the bending of space, the slowing of time, the wavy nature of matter, the quanta of space, the vastness of the cosmos, and the mysterious relation between heat and time.

[Read more and book now](#)





01.10.2015

how to: Print in 3D and How your Future will be Changed with IT IS 3D

In this presentation, you will learn:

- how 3D printers work
- what they are capable of doing (and what they can't – yet)
- where the technology came from
- how it is used today
- its implications for the future in such fields as engineering, architecture, house building, medicine, space travel & aerospace, in food and in the world of fashion
- and whether you should buy one – the answer may not be the one you expect to hear.

You will also be able to see 3D printers working, and explore both 3D scanning and 3D design (with integrated haptics!)

[Read more and book now](#)



CONFERENCE



01.12.2015

CONFERENCE

how to: WAYS TO CHANGE THE WORLD

with Ian Goldin, Christopher Choa, Ewan Birney, Lewis Dartnell, Eldad Tzahor, Suchitra Sebastian, Robin Carhart-Harris, Steven Cowley, Michael Osborne, Carl Benedikt Frey, Sarah Harper, Vlatko Vedral, Anders Sandberg, Patrick Decowski, moderated by Matthew Taylor

Now in its second year the How To Academy Conference on " How To Change the World" will be held on the 1st December 2015 at the Royal Institution. Tickets are priced at £145 inc Vat.

Themes covered will include: The Future in 15 years, Driverless Vehicles, Bioinformatics, Hunting for Alien Life, Fixing a Broken Heart , Quantum Materials, Psychedelic Drugs, Fusion Energy, Living to 100, Technology at Work:The Future of Employment, Bio-Inspired Quantum Technologies, Artificial Intelligence, Transhumanism and the Universe filled with Ghostly Particles..

Moderated by Matthew Taylor, the Chief Executive of the RSA, it will feature 14 world class scientists and technologists from the Oxford Martin School, Cambridge University, Imperial College, the Weizmann Institute and the Institute of Physics at the University of Amsterdam, with a keynote talk on the Future by Professor Ian Goldin from the Oxford Martin School.

[Read more and book now](#)



LITERATURE



16.09.2015, 30.09.2015, 14.10.2015, 28.10.2015, 11.11.2015, 25.11.2015, 09.12.2015

how to: Read – The Great Writers Series

with Will Self, Frances Wilson, Jonathan Keates, Paul Keegan, Professor Robert Douglas-Fairhurst, Sarah Churchwell, Zachary Leader

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In the Great Writers series, the How To Academy have invited a host of distinguished writers and critics to introduce a monumental work of their choice. Whether it's Ulysses or Alice in Wonderland, Herzog or The Brothers Karamazov, you will come away equipped to make the book a friend for life.

16th September : James Joyce, Ulysses with Will Self

30th September : Lewis Carroll, Alice's Adventures in Wonderland, with Robert Douglas-Fairhurst

14th October : Saul Bellow: Herzog with Zachary Leader

28th October : F Scott Fitzgerald, The Great Gatsby with Sarah Churchwell

11th November : Thomas De Quincey, Confessions of an English Opium-Eater with Frances Wilson

25th November : Henry James, The Spoils of Poynton with Jonathan Keates

9th December : Dostoevsky, The Brothers Karamazov with Paul Keegan

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