

From: How to Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Weekend retreat in Andalucia, Copywriting and Presenting, Narendra Modi, and Changing your Habits.

Date: Tue, 03 Mar 2015 15:56:00 +0000



28.05.2015 - 31.05.2015

Long weekend, Thursday - Sunday (with optional Sunday night extension)

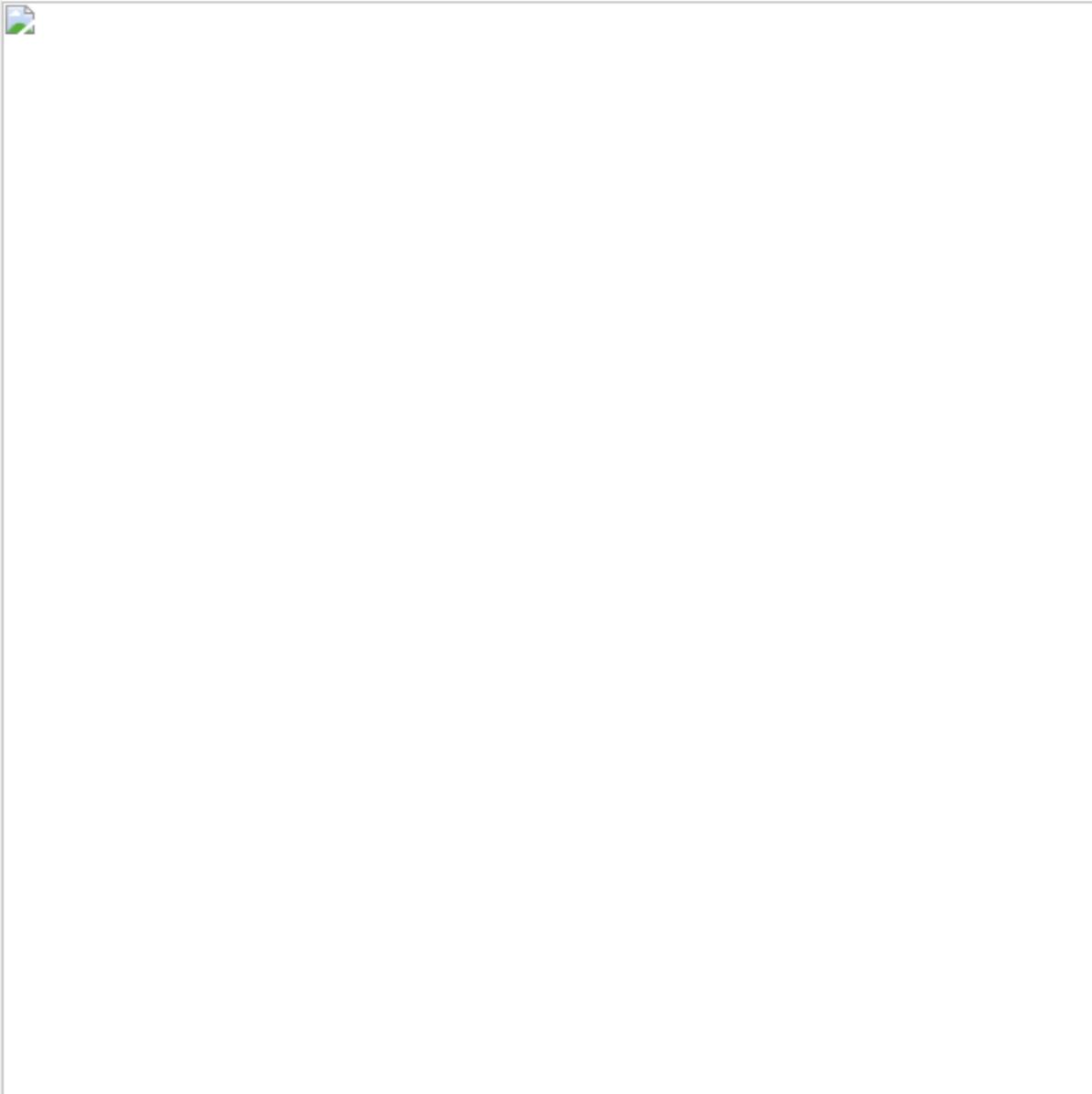
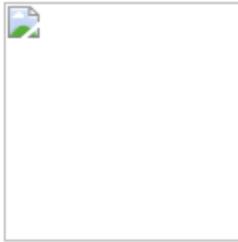
how to: Weekend retreat in Spain, near Seville

with Dr Lewis Dartnell, Paul Keegan

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 ...



NEXT FORTNIGHT



09.03.2015

Daytime Event, 9:30am-12:30pm

how to: Understand your Mac

with Brad Clark

You do everything together. You share your most private moments, your most immediate thoughts, you cannot bear to be apart. You tell him – or maybe her – everything, but is it a one-way relationship? How well do you actually understand your Mac? Do you know how capable he is, how many skills he actually has, and what a wealth of resources he is harbouring? Do you know how much more he could give if you only made the commitment to explore him in depth?

Give your Mac a treat on this bespoke course. But to ensure all your questions are answered,...

[Read more and book.](#)



13.03.2015

Daytime Event, 9:30am-5:30pm

how to: Write Better Copy: a Masterclass in writing effective press ads, email/direct mail, web copy, brochures and newsletters.

with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon.

Steve Harrison was European Creative Director (OgilvyOne) and Global Creative Director (Wunderman) either side of starting his own agency, HTW. At HTW, he won more Cannes Lions in his discipline than any creative director in the world.

Repeated due to popular demand

[Read more and book.](#)



13.03.2015

Daytime Event, 9:30am-12:30pm

how to: Deliver Killer Presentations
with Neil Chalmers

“The subject of best practice for business presentations has created a huge amount of heat, but not necessarily a whole lot of light. There seem to be a hundred and one variations as to how best to clinch that deal, or wow your audience with a relaunch you that even your mother would be hard pressed to recognise! Does it really have to be so complex and difficult to make a half reasonable business presentation? Surely there has to be some sensible and coherent advice that can be generally applied?

Well, fortunately, Neil Chalmers has brought some common sense and down to earth principles ...

[Read more and book.](#)



POLITICS



13.04.2015

Evening Event, 6.30pm-7.45pm

how to: Understand the Prime Minister of India – Narendra Modi. (And How to win an Election)
with Lance Price

Who is Narendra Modi and how did a 'chai wallah' who sold tea on trains as a boy become Prime Minister of India?

In this talk by Lance Price, the former Director of Communications at No 10 under Tony Blair, coinciding with his new book, " Inside Narendra Modi's campaign to transform India", we will gain insight into an extraordinary man. A teetotal, celibate vegetarian. A man for whom there are no sports, no hobbies, no family ties. A 23/7 politician who sleeps 4 hours...

[Read more and book.](#)



CULTURE



25.03.2015

Evening Event, 6.30pm-8pm

how to: Read the Qur'an
with Mona Siddiqui

Believed by Muslims to be the word of God, the Qur'an was revealed to the Prophet Muhammad fifteen centuries ago. It is addressed to everyone, regardless of class, gender or age. But what does this mean for the two billion people throughout the world who consult it every day?

A sacred text and a great work of literature, but also a manual of guidance – the Qur'an teaches how to live a family life, how to marry, whom to marry, what to eat and how to do business. It outlines the rights of the people: women and children and parents, husbands, wives and neighbours. It tells governors how to rule in war and in peace...

[Read more and book.](#)



BUSINESS



20.03.2015:

Daytime Event, 9:30am-12:30pm

how to: Get great publicity for your business – for free. (A Masterclass in doing your own PR)

with Ann Wright

1. Do stories about you or your business never make it onto TV or into the papers?
2. Do you write press releases or pitches that never result in media enquiries?
3. Do your competitors get better coverage in newspapers or on TV?
4. Are you buzzing with ideas for newspapers or magazines but don't know how to approach an editor?

It is a fact: editorial coverage has four times the value of advertising. And with thousands of websites, newspapers, magazines and broadcasters out there, the media is...

[Read more and book.](#)



31.03.2015

Evening Event, 6:30pm-8:30pm

how to: Effective Networking for Business and Career Development

with Judith Perle

Are you as well connected as you could be? Do you regard networking as an 'optional extra'?

Networking is crucial. Only if you understand how networks really work can you capitalise on your communication skills, and not miss the opportunities that come your way. Whether you are looking for a new job, to keep your career on track, to improve your skills, or to enhance your profile, this masterclass is for you.

Judith Perle co-founded the training consultancy Management Advantage (ManAdvan.com) after ...

[Read more and book.](#)



23.04.2015

Evening Event, 6:45pm-8:00pm

how to: Use Twitter for Business
with Chloe Markowicz

Twitter has become an essential marketing tool, but what should businesses actually tweet about? How can they use the platform to actively engage their audiences and what pitfalls do they need to avoid? This seminar will cover best practice examples of the most creative uses of twitter and explore what so many brands are doing wrong.

Chloe Markowicz is Deputy Editor of Contagious Feed - a bespoke intelligence resource that delivers strategic insight into brands and agencies around the world, including Diageo, Mattel, Razorfish, and BBDO....

[Read more and book.](#)



INVESTMENT



28.04.2015

Evening Event, 6.30pm-8.30pm

how to: Invest like Warren Buffett
with Jonathan Davis

Warren Buffett, often dubbed The Sage of Omaha, is widely recognised as the most brilliant investor of the modern era. A single \$10,000 investment in his original investment partnership would today, if reinvested in his investment company Berkshire Hathaway, be worth more than \$500m. Its shares have risen 10x in value over the last 20 years alone. Buffett himself remains in the top five of the annual Forbes Rich List, despite pledging to give away more than \$30 billion of his fortune to charity in the last five years.

His reputation as an investment genius is richly deserved, as a number of independent empirical studies have confirmed....

[Read more and book.](#)



WRITERS & PUBLISHERS



15.04.20155

Evening Event, 6:30pm-8:00pm

how to: Build Your Readership & Publish Successfully. (A Masterclass in Marketing for writers and publishers.)

with Hellen Barbara

Whether you're an entrepreneur looking to learn more about publishing, an aspiring or established author, or a publisher, it's important to learn how to navigate the publishing industry as new technologies and trends emerge. This class will teach you how to maximize your success by putting more emphasis on pre-publication marketing efforts, with actionable tips and ways to do so. Learn how to leverage your existing network to create the momentum and buzz you need to stand out in the ever-growing publishing arena.

[Read more and book.](#)



LIFESTYLE



19.03.2015

Evening Event, 7pm - 8:30pm

how to: Be Mindful (Introductory Workshop)
with Louise Chester

A small shift in your thinking can have a major effect on your life.

Mindfulness is the smart new way to live. In the workplace it helps you build teamwork, enhance creativity and communication, and resolve conflict. In private life, it helps you to forget the fears of the past and future, and focus completely on the present and its potential. Being Mindful means making every moment count.

This workshop is for those who have little personal or practical knowledge of Mindfulness. Louise Chester will help you understand...

[Read more and book.](#)



26.03.2015
Evening Event, 6:30pm-8:30pm
how to: Remember
with Ed Cooke

An introduction to the imaginative techniques and stories behind the ancient arts of memory. Ed will lead an interactive, practical tour through the world of memory techniques, with numerous examples of how to boost your memory, how to forget and how to make sense of memory in the modern world.

Ed is a co-founder of Memrise.com, the online learning platform, a Grandmaster of Memory, has been regularly placed in the top 10 of the world memory championships and holds degrees in Cognitive Science and Philosophy from Oxford University and from René Descartes University, Paris. In 2007 he trained Josh Foer to...

Repeated due to popular demand.

[Read more and book.](#)



16.03.2015

Daytime Event, 9:30am-12:30pm

how to: Master your iPad & iPhone
with Brad Clark

You do everything together. You share your most private moments, your most immediate thoughts, you cannot bear to be apart. You tell him – or maybe her – everything, but is it a one-way relationship? How well do you actually understand your iPad & iPhone? Do you know how capable he is, how many skills he actually has, and what a wealth of resources he is harbouring? Do you know how much more he could give if you only made the commitment to explore him in depth?

Give your IPad & iPhone a treat on this bespoke course....

[Read more and book.](#)



14.04.2015

Evening Event, 6.45pm-8pm

how to: Change our Habits and Change our Lives
with Gretchen Rubin

When we change our habits, we change our lives...

How can we make good habits and break bad ones? Gretchen Rubin, author of the New York Times bestselling *The Happiness Project* and *Happier at Home*, will tackle this critical question in her talk for the How To Academy.

She will explain how to create the habits that will transform our lives, even if they've failed before. The secret, Rubin explains in her new book, is to pinpoint the specific strategies that will work for us. From finding the right time to begin a new habit, to setting up a counter-intuitive system...

[Read more and book.](#)





BUSINESS BRIEFING



30.03.2015

Daytime Event, 10:00am-11:30am

how to: The High Street, Out of Town Shopping Centres, Online – The Future of Retail
with Chloe Markowicz

Is digital killing the High Street? Chloe Markowicz will explore the threats and opportunities that retailers today face and explain how the High Street can remain relevant to shoppers in an increasingly online world. She'll demonstrate how retailers can convert browsers into shoppers by creating unique experiences and investing in convenience. Using case studies from the most innovative brands from around the world, Chloe will investigate how retailers are driving footfall in-store and giving people a reason not to shop on Amazon.

[Read more and book.](#)



TRAVEL



17.03.2015

Evening Event, 6:45pm-8:30pm

how to: Travel and Explore – A Literary Travel Evening

with Philip Marsden, Andrew Robinson, Isabella Tree, Jonathan Keates, Justin Marozzi, Katherine Rundell

Welcome to our inaugural evening, in partnership with Globalista, the first of an ongoing series at the Tabernacle. **The Sense of Place** will introduce travel writers, historians and explorers who will report for us on a rich medley of places and cultures.

Jonathan Keates, a prolific celebrant of cities, composers and the joys of Italy, will give us his shrewdly affectionate take on **Lisbon**. **Isabella Tree** will talk about **Nepal's** famous Living Goddess – a child chosen from the Buddhist caste of goldsmiths whose role is to watch over the ...

[Read more and book.](#)



If there's a course you'd like to take which isn't currently included in our programme, email us with the details of what you'd like us to organise and if there's sufficient demand, we will contact our extensive network of distinguished teachers, lecturers and writers to arrange a course tailored to your needs.



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