

## Selected Speaking Topics

### **Marcy Phelps President, Phelps Research**

If you work with information – and who doesn't these days? – you know how difficult it is to stay up to date. Does your organization or association need a knowledgeable and engaging speaker who can help people find and use information more effectively?



Marcy Phelps speaks frequently on a variety of topics in the areas of professional development and improving research skills. Please contact Marcy at +1 303.239.0657 or [mphelps@phelpsresearch.com](mailto:mphelps@phelpsresearch.com) for more information.

### **Research Tools and Techniques**

#### **Eavesdropping on the Conversational Web: Tools for Tapping into Social Media**

Do you consider social networking sites something to do for fun and doubt their usefulness for research? Have you ever had to track down elusive information or monitor public sentiment? This session will give you the tools you'll need to mine the social web for business insights.

#### **Going Local: Best Tools & Techniques for Finding Local Business Information**

Local search tools can be used for a wide range of reasons, from a simple contact look-up to comparing potential markets. Learn about some of the newest and most unexpected resources for uncovering hidden local information from the author of the book *Research on Main Street* (forthcoming, Information Today, Inc.)

#### **Uncle Sam Meets Facebook: Government 2.0 Tools and Resources**

As local, state, and national governments move into the social web, staying on top of policies and issues that affect your organization is easier than ever. This session covers what Government 2.0 is, what it means for researchers, and tips for searching and monitoring this virtual town hall.

#### **I'm Not Cheap, Just Cost-Conscious: Market Research to Fit Your Budget**

Are you working on a tight budget? Do your team members need their research both fast and cheap? In this session, you will learn some tips and sites for finding online market research that doesn't cost a bundle.

### **Cost-Effective Searching: When Your Information Need is Bigger than Your Budget**

Is your research budget shrinking? Is your staff being cut? This session offers valuable search strategies and practices for getting the most out of your search dollar and your time.

### **Power Searching: Getting the Most Out of the Major Search Engines**

What do you do when the advanced search screen isn't enough? Learn how to take advantage of the advanced and hidden features of the major search engines to help you find the information you need.

## **Professional Development**

### **Power Networking for Introverts**

Does the thought of walking into a room full of strangers make you cringe? Would you rather have root canal than promote yourself? Networking does not come naturally to many of us, yet it's a great way to promote your career and create new opportunities. Learn from a true introvert about overcoming your fears and becoming a power networker.

### **Speaking Out: Promoting Your Organization through Social Media**

You have a personal Twitter account and Facebook page to stay in touch with family and friends or promote your personal brand. Did you know that the social web is also a great way to market libraries and other nonprofits? Marcy Phelps offers tips and techniques for marketing your organization, without the need for a big budget or a marketing department.

### **Joining the Hive Mind: Using the Social Web for Professional Development**

Facebook, podcasts, and online social networking tools offer the opportunity to bridge the gap between what we don't know and what we want to learn. In this session, you will find out about Personal Learning Networks, including what they are and how to use them for your professional development.

March 2010