



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 Web search skills. Please contact Marcy at +1 303.239.0657 or mphelps@phelpsresearch.com for more information.

Web Search Skills

Going Local: Best Tools & Techniques for Finding Local Information

Local search tools can be used for a wide range of reasons, from a simple contact look-up to comparing several potential markets. Learn about some of the newest and most unexpected resources for uncovering hidden online local information.

Going Hyperlocal: Using the Collaborative Web for Local Research.

Do you consider social networking sites something to do for fun and doubt their usefulness for research requests? Are you trying to do in-depth research at a local level, but all you're getting are lists of neighborhood eateries? In this session, learn how to use the social web for finding local-level business and market information.

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.

Getting Down to Business: Finding the Best Web Resources for Business Information

Sound business decisions are based on sound information, and the Web is a great place to start. But where do you begin, and what sites can you trust? Learn tips and techniques for finding authoritative information about companies, industries, and markets.

Specialized Search Engines: When Google Just Isn't Good Enough

Are you having trouble finding the online information you need? Do you wish your favorite search engine would add some new features? Perhaps there's another search engine that would work better. This fast-paced session highlights some of the newer specialized search engines, why you would use them, and some of their special features.

Power Searching: How to Get the Most Out of the Major Search Engines

Did you know you can have Google automatically search for synonyms of your search words? Do you know which search engine shows you a timeline of news events? How about the one that lets you "prefer" a particular search term? Tap into the advanced and hidden features of the major search engines to help you find the information you need – and much faster.

Professional Development

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.

Collaborative Learning: Using Web 2.0 to Tap Into Expertise Around the World

In the Age of Information, we can let the flood of information overwhelm us, or we can take advantage of it. Blogs, podcasts and online social networking tools offer the opportunity to bridge the gap between what we don't know and what we need or want to know. In this session, you will learn what Personal Learning Networks are and how to use them for professional development.

Calling in the Specialists: Enhancing Your Research Services with Subcontractors

Are you short on time or staff? Does your project need someone with specialized skills or resources? Working with subcontractors can enhance your information services and make you more valuable to your organization. This session covers the when, what, and how of working with subcontractors.

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 or your organization. Learn from a true introvert about overcoming your fears and becoming a power networker.