

**Emily Smith - Session Leader: Video - How can you maximize your assets? How can you enable your employees, guests and prospects to adopt your video?**

As a part of the Travel Industry Team at Google for the past six years, Emily Smith has seen the company grow almost from its inception. Emily consults with Travel companies to help them most effectively bring their products to life online through touch-points from search to video. She has worked with a variety of Travel companies including Destination Marketing Organizations, Hoteliers, Airlines, Car Rental companies and Online Travel Agents. Prior to Google, Emily worked at a small software start-up. Emily holds a BS in Advertising and a BA in English from Boston University.