

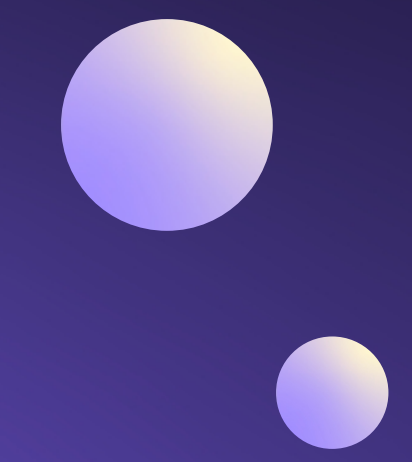
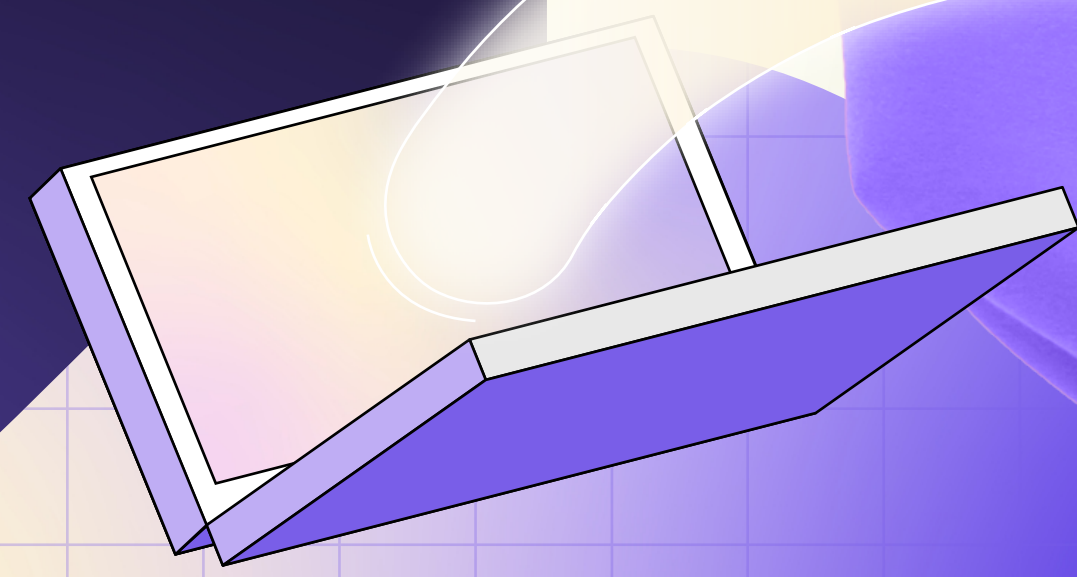
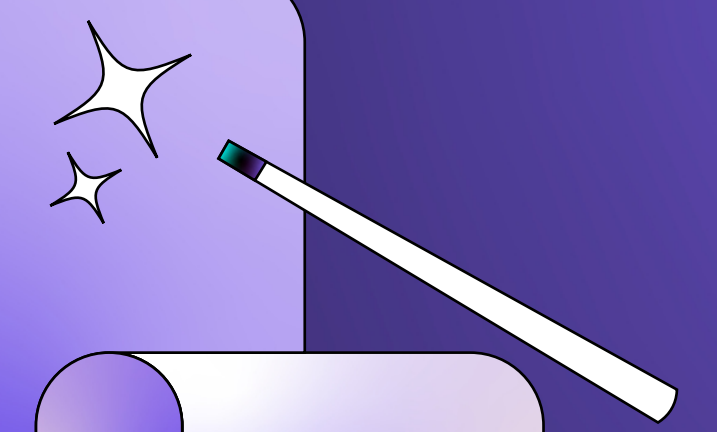
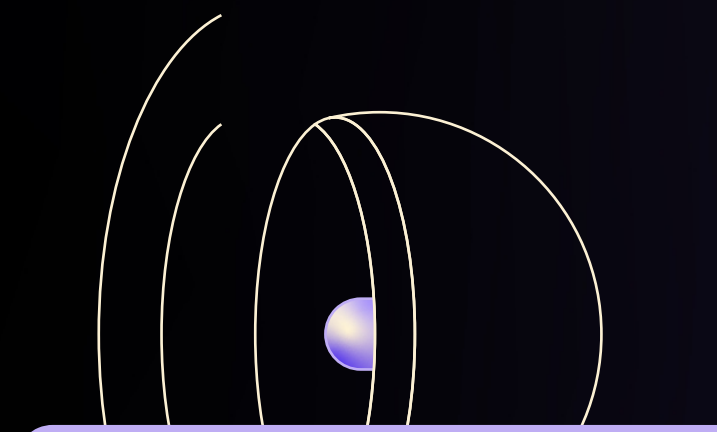


# *AI for L&D:* The Future of Video Content is Here

Text to Speech



Presentation  
to Video





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2 Benefits of Using AI for Video Content Production

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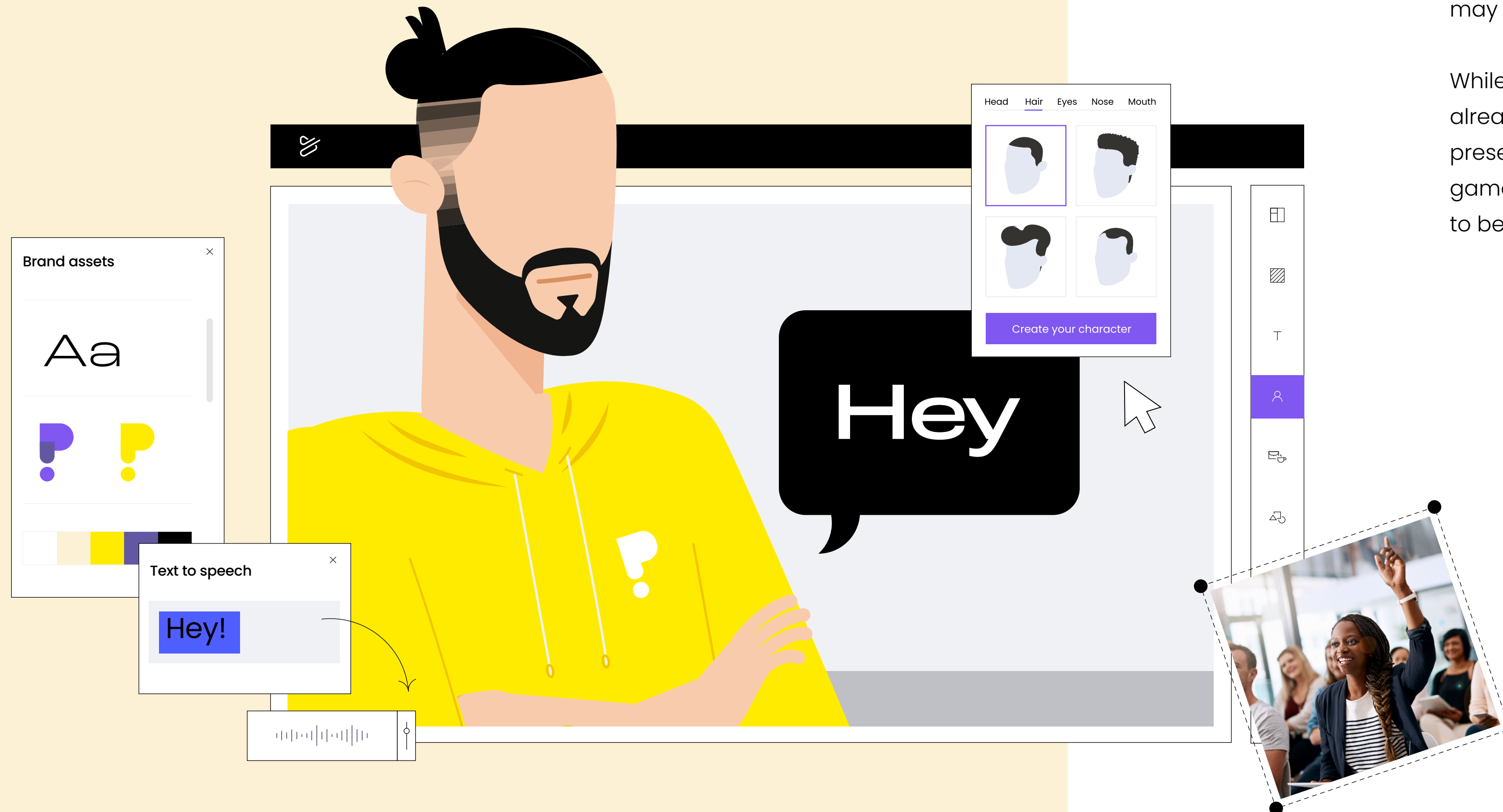
9 About Powtoon - A Visual Native Company





## Here at Powtoon,

we have spent the last 12 years priding ourselves on discovering what's new in the evolving video-creation world and giving you that information to be able to boost your company output in the best possible way.



AI-generated video is revolutionizing content creation and allowing anyone to become a video creator. In this guide, we'll explore the emerging capabilities of these tools and their benefits, like the ability to automate video production and create branded output at scale. You'll learn tips to optimize your prompts to control the output quality, and we'll cover current limitations that may have already crossed your mind.

While AI video has a long way to go, these tools already allow non-creatives to expand their video presence. Follow along as we demystify this game-changing technology and show you how to best leverage it.

# 1

## What is AI-Generated Video Content?

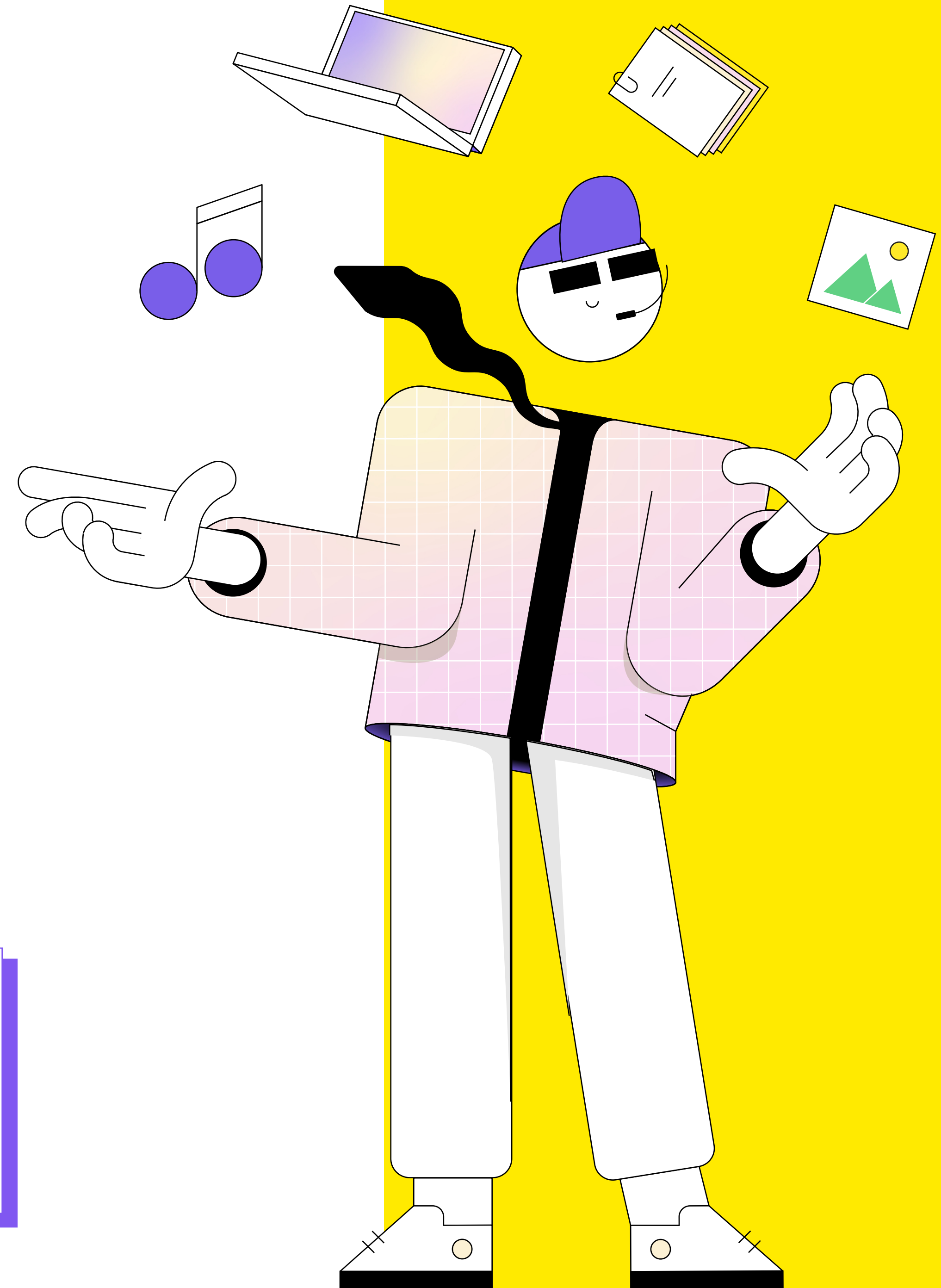
Before explaining the future landscape of video content thanks to AI, it's essential to understand precisely what sits under that umbrella.

It may have become the buzzword that you can't avoid for more than 10 minutes, but it's safe to say that AI-generated content isn't going anywhere. Generative tools like VoiceOver, text-to-image, scriptwriters and avatar makers provide content creators with a brand new set of tools to help them take their video content to the next level. These tools fall under the term 'machine learning', which means that the more information we provide them, the more they can develop.

A basic example of this may involve a computer analyzing multiple pictures of apples. Over time, the computer will theoretically learn to identify what an apple is without being programmed to do so. The computer will simply develop the ability to identify the shared visual characteristics of apples. And if you think about it, it's the same way we learnt as babies; adults repeating their words and actions until TA-DAH, our babbling started to evolve.

**What do we mean by all this? Why is it relevant?**

Simply put, generative AI tools are popping up everywhere, and it can be hard to determine which—if any—you need. By narrowing down your shortfalls and seeing whether these tools could fill in the gaps, you can send your L&D video content stratospheric.





# 2

## Benefits of Using AI for Video Content Production

Manually creating training videos is hugely time-consuming for L&D teams; who really has the time to plan, write, develop, implement and push each piece to its full potential? With so many moving parts, it can be hard to keep track of your output, meaning consistency can be impacted, leading to—you guessed it—a poor learner experience. However, with AI, video creation for learning purposes has been transformed...

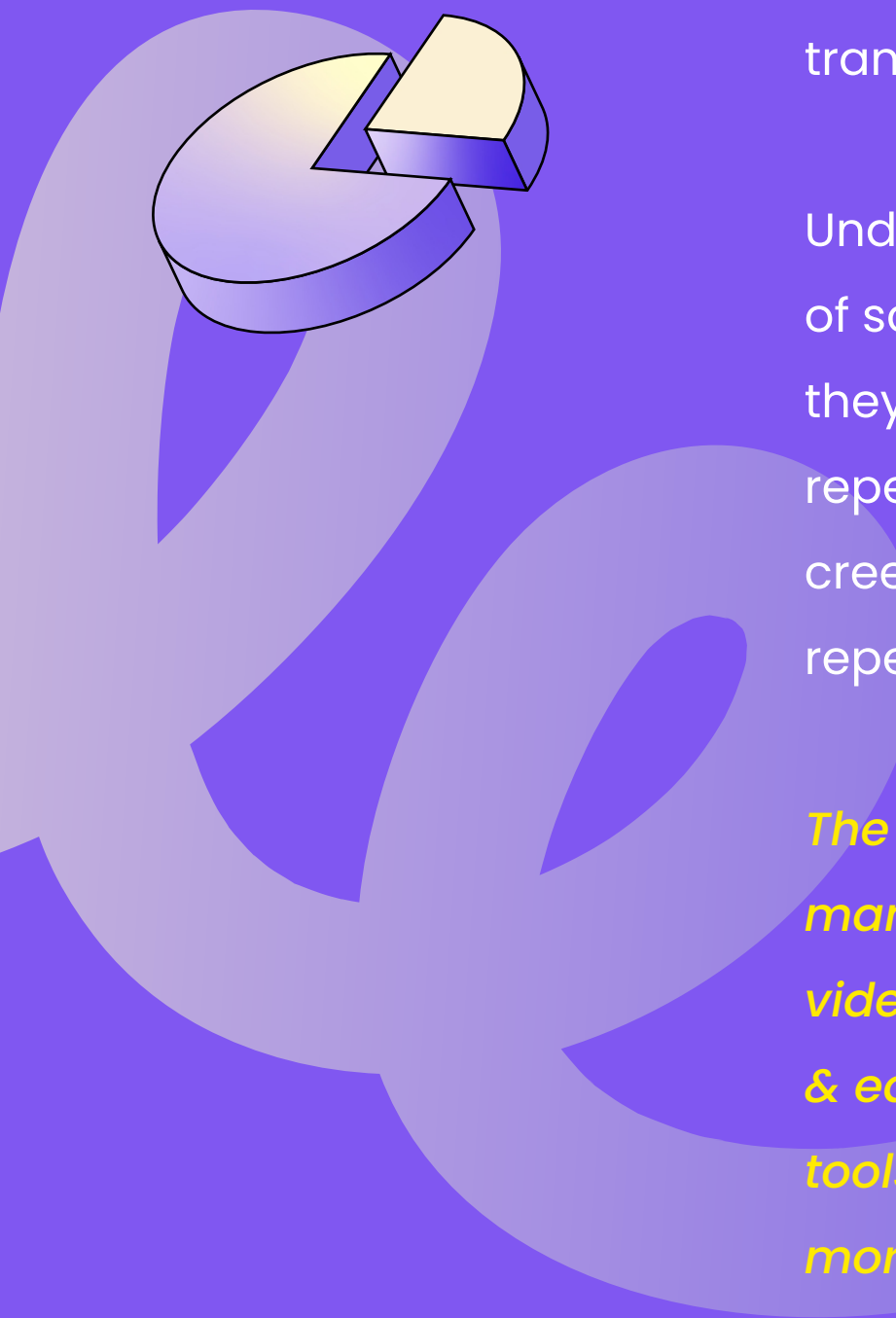
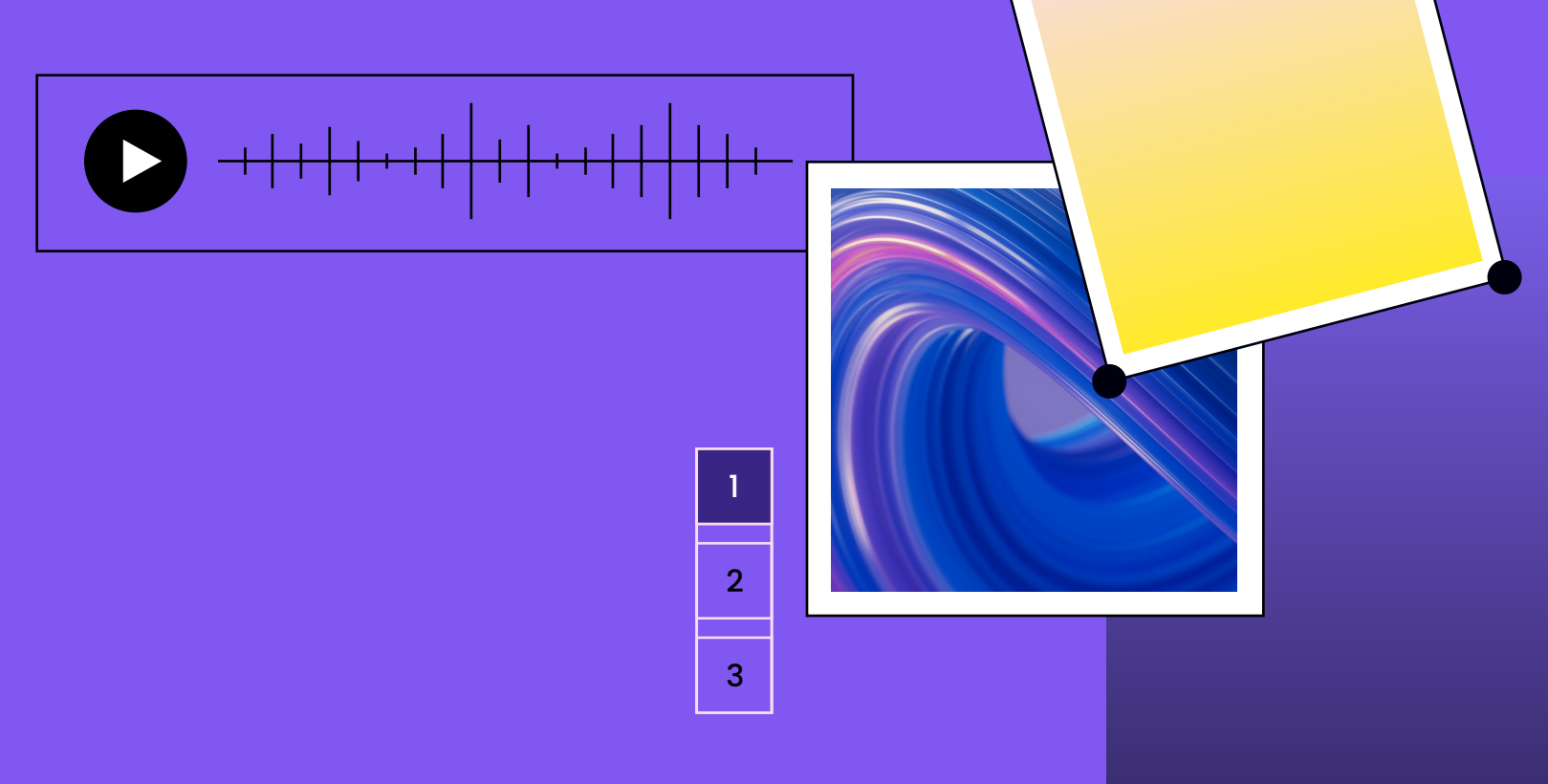
Under the manual process, instructional designers face endless hours of scripting, filming, reviewing, and editing the final videos. And once they've overcome those hurdles, any feedback or updates mean repeating the entire cycle several times. This is where resource churn creeps in, with creators becoming completely overwhelmed with repetitive and time-consuming responsibilities.

*The AI boom has radically improved efficiency by automating these manual video production steps. Those clever algorithms can generate video scripts tailored to learning objectives, determine optimal visuals, & edit footage based on engagement data in mere seconds. These tools fall under the term 'machine learning', which means that the more information we provide them, the more they can develop.*

Another major advantage is the consistency AI can provide. As organizations grow, manually producing effective training videos that align with company values and branding is becoming more difficult. However, AI tools ensure consistency by drawing on the information you share to maintain the high quality you expect. These tools can all consider your company's tone of voice, house style, slogans, and even color schemes.

*Additional AI capabilities, including personalized recommendations and engaging media, provide a modern, interactive learning experience that resonates with today's always-on-the-move employees. And as needs change, who wouldn't want to move towards using AI templates rather than reworking videos from scratch?*

In today's ever-evolving workplace, relying on manual video creation techniques is a losing strategy for L&D teams. AI solutions overcome productivity and consistency challenges while enabling better training aligned with organizational goals and branding. Saving time (up to 68% in some cases) and money whilst providing more engaging learning is why AI adoption is on the up in the L&D space.





# 3

## Tips for Improving & Optimizing AI-Generated Video

When using AI tools to generate your video content, it's essential to take your time optimizing your input to get the most out of these ever-upgrading solutions. Algorithms are constantly working to improve, and the best way they can do that is through continued use and feedback from us.



### Specify

When it comes to your prompts and briefs, be specific. There's no such thing as over-explaining when it comes to AI tools. Tell it which tone of voice to use and any keywords to include, right down to your company's specific brand book of fonts, colors, and visual style. Be clear about the mood you want to create and any music you'd like to include and go into the finest of details like length and resolution. What point of view will the content be coming from? Tell the tool to imagine itself in that position – are they speaking as a marketing specialist or maybe an HR manager? Do you want the output to be knowledgeable, professional, friendly or humorous? Tell it! Be strict with your requests and nail your prompts – that's the tricky part over with.

### Review

Well done, you've generated your first AI draft! Now it's time to review, review, review. As we said, providing your chosen tool with lots of feedback is important – this will help guide and mold any subsequent versions. Look for technical flaws like repetition or choppy transitions, and evaluate all of this to see if it matches your vision. Not quite right? Refine your prompt and give it another go.



### Polish

Now that you've generated a draft you're happy with, the final step is polishing. AI is a content ally first and foremost, and adding a genuine human touch to its output makes it feel familiar to your audience. Tweak the sound with filters, add graphics and overlays to give it a branded finish, and smooth out the title scenes. Pay attention to the overall formatting – does it fit with the rest of your company library? Will your audience find it trustworthy?

**Utilizing AI for initial video creation and then tweaking the technical and creative output through detailed human adjustment leads to engaging, branded and high-quality results that are hard to achieve by using one method alone.**




# 4

## Limitations of Current AI Video Technology

While AI video generation holds a lot of promise, it's important to understand where potential limitations may crop up and how to overcome them.

A glaring issue is the potential to spread misinformation – AI tools aren't beacons of knowledge; there are—believe it or not—gaps in their intelligence. The statistics it generates in your script might not actually be as accurate as you'd think; until recently, ChatGPT was built using information only available until 2021. Similarly, biased data can lead to issues with unfair representations, while unchecked content could fall victim to plagiarism. We sound like a broken record, but get out that red pen and review it all! You can never be too careful.

When it comes to garnering your customers' trust, it's crucial that your content sounds like you. Generative AI tools aren't mind readers – they don't know your company's specific tone of voice or creative style. By injecting human emotion into the tool's output, not only are you building your own branded archive of content, but you're also maintaining public trust and integrity. Win-win!



Awareness of the potential risks of using AI content is crucial to ensure you don't get caught in its trap. Review everything your chosen tool gives you; ***does it reflect your brand? Are the statistics accurate? Is it uniquely you?***



# 5

## *How Can Companies Build Their Own AI Tools?*

Are you wondering just how companies are able to release their own AI tools perfectly targeted at their specific ICP? Let us break it down for you: they're not overnight programming geniuses!

On the face of it, it may appear as such, but in actual fact, these companies are cleverly utilizing the cloud-based AI services of the industry giants to create their own tools for their specified use cases.

Using a few lines of code, pre-developed APIs allow pretty much anyone to tap into the machine-learning world without becoming an AI development expert. But there's a catch - it requires careful prompt engineering in order to get quality results, and lucky for you, that's the Powtoon AI team's special talent. We've been working hard to utilize ElevenLabs and ChatGPT to assist our game-changing AI text-to-speech and scriptwriting capabilities, meaning you can seamlessly integrate AI into your Powtoon-creation flow.

With these tech building blocks ready and waiting, it opens up the world of AI across a realm of industries. With a sprinkling of customization and an identified pain point, companies can apply use cases and data specific to their target audience before letting external AI engines ensure a quality finish.





# 6

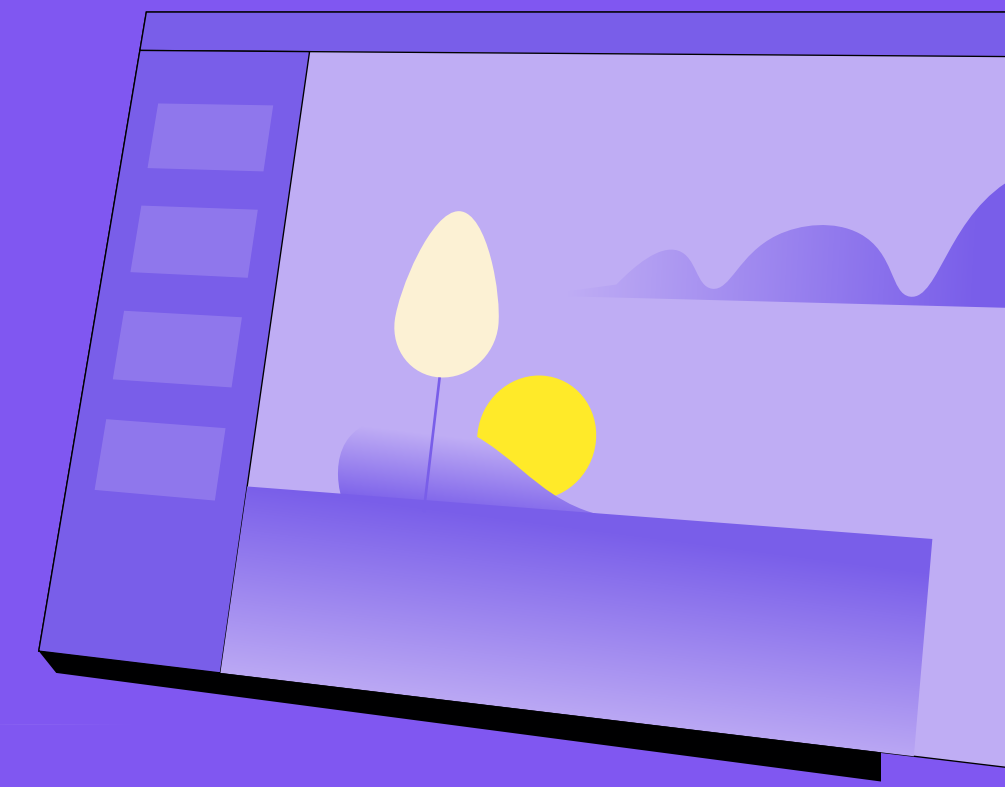
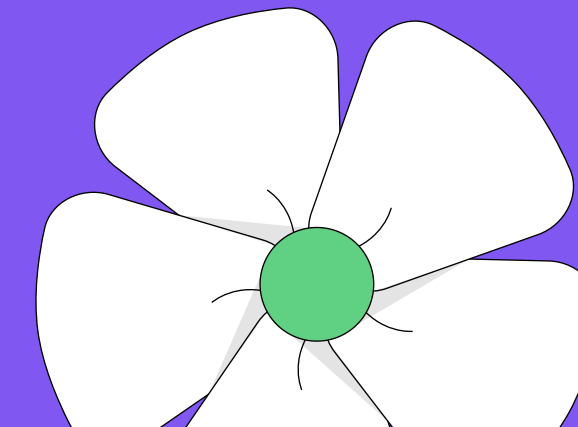
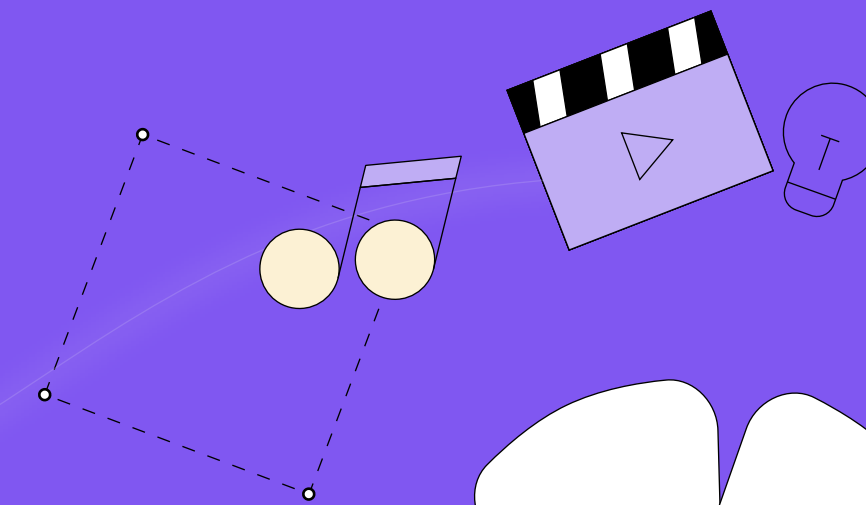
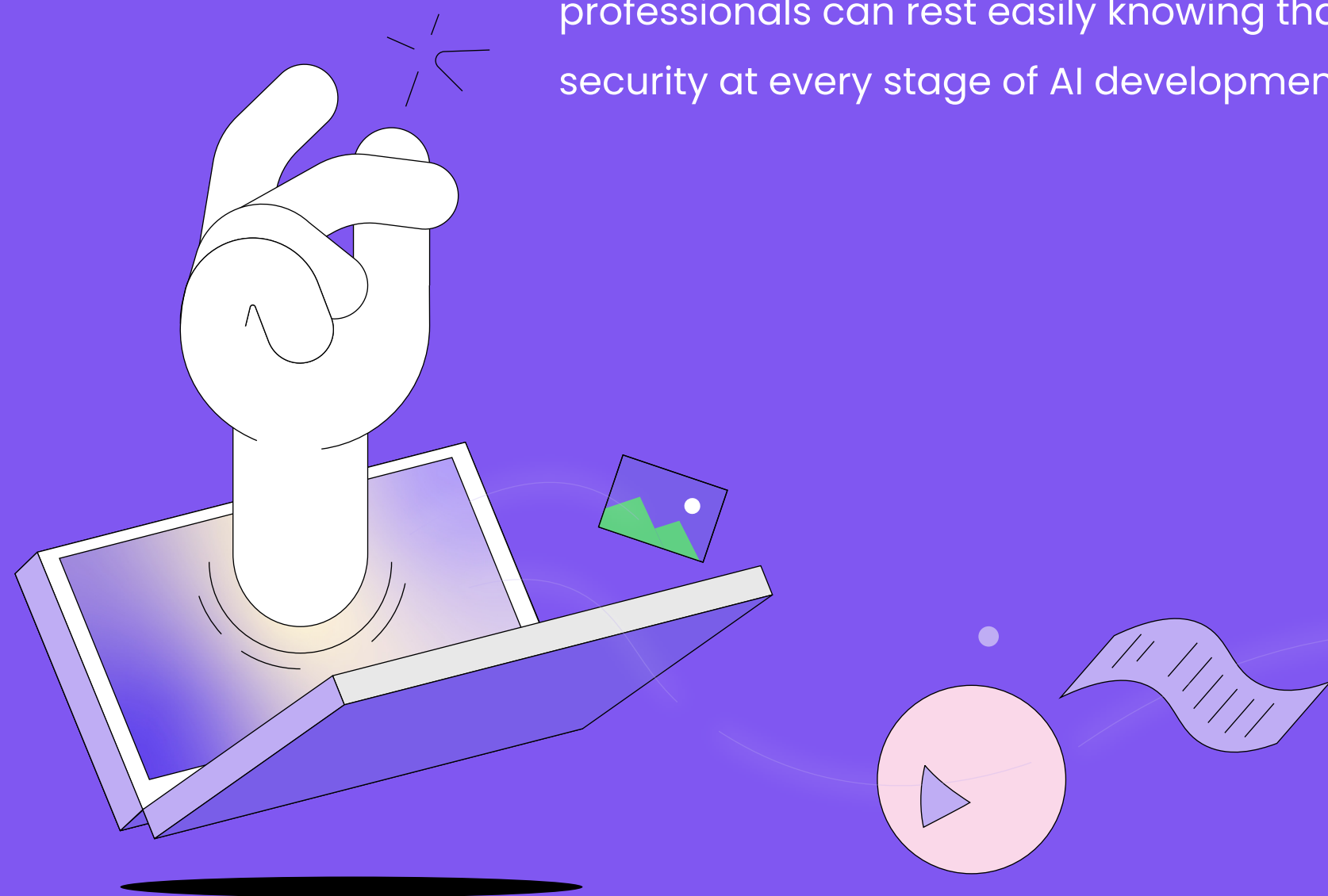
## How Secure is Generative AI?

While these clever AI tools enable dynamic content capabilities, it's understandable that you may have some questions and concerns about their security and reliability. But to put it simply, leading tech companies invest heavily in strengthening their AI systems to ensure the highest level of security for their customers.

Precise encryption, compliance with industry standards, and continuous monitoring are key elements in safeguarding sensitive data. L&D professionals can rest easily knowing that these industry giants consider security at every stage of AI development.

Whether GDPR, HIPAA, or other industry-specific regulations, AI-developing companies prioritize compliance, ensuring their solutions meet the highest security and privacy standards. With these regulatory requirements in place, L&D experts can rest easy in knowing they can confidently integrate generative AI tools into their strategy.

AI offers incredible opportunities for L&D professionals, from personalized learning to engaging gamification. In the training sector, unique generative content unlocks motivating, high-value experiences, revolutionizing learning experiences within their workforces.





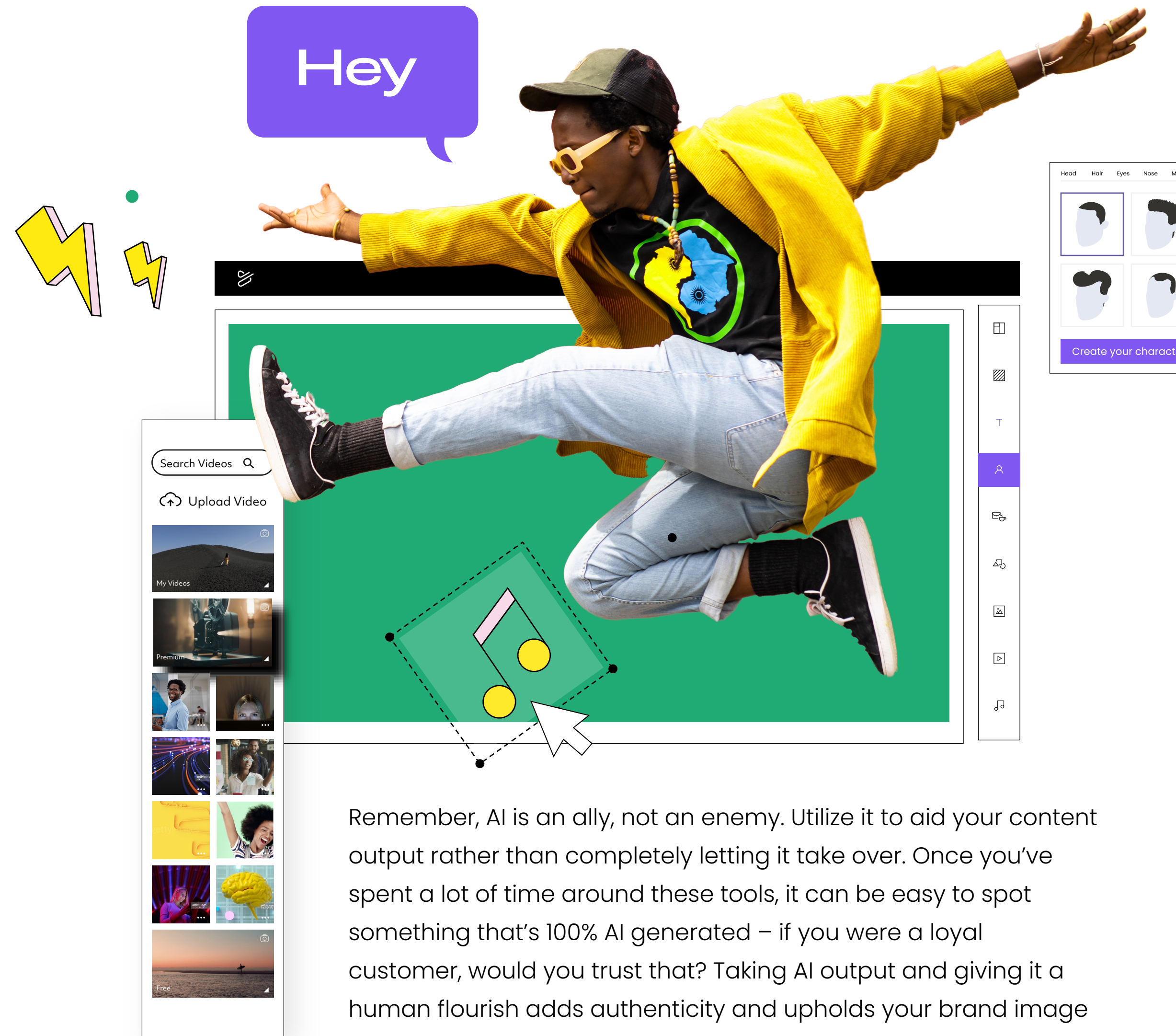
# 7

## How to Integrate AI Video Tools in the L&D Space

Thanks to its ability to engage modern learners in an always-on-the-go world, video-based learning content is becoming increasingly popular in the L&D sector. That can require a lot of resources, either limiting output and scalability or taking L&D professionals away from working on strategy and innovation. AI video creation tools can free us to generate initial drafts to overcome this barrier.

If you're looking to implement more AI capabilities into your day-to-day, it's important to understand the best way to go about it. Break down your workflow and consider where you think AI could genuinely help you – don't bring in a new tool just for the sake of it; what's the "why"?

At Powtoon, we're empowering L&D professionals with our cutting-edge Imagine AI suite of tools to streamline your video content creation. Our AI scriptwriter takes the heavy lifting out of writing video scripts from scratch, generating insightful and engaging drafts in seconds. Pair that with our text-to-voice tool, which produces natural-sounding narration in over 140 languages and accents in seconds. Finally, our video assistant generates a first-class stock footage video ready for you to tweak and deploy. This powerful trifecta of AI capabilities is designed to boost you and your team's productivity while allowing you to apply your expertise. And most importantly, keep your eyes fixed on the horizon – this is just the beginning of Powtoon Imagine!



Remember, AI is an ally, not an enemy. Utilize it to aid your content output rather than completely letting it take over. Once you've spent a lot of time around these tools, it can be easy to spot something that's 100% AI generated – if you were a loyal customer, would you trust that? Taking AI output and giving it a human flourish adds authenticity and upholds your brand image by ensuring that what you're putting out into the world aligns with your company's stance, attitude, ethos, and even color palette!

Identifying recurring needs that AI can leverage and then customizing the output helps scale high-quality, personalized video learning content.



# 8

## *The Future of Video AI Content for L&D Professionals*

It's safe to assume that in the not-so-distant future, AI-generated video will transform learning content creation even further. Advancements in algorithms and AI platforms combined with continually improving visual elements will enable L&D professionals to grasp hold of highly customizable video output tailored to precise learning needs.

And what about the future of AI video right here at Powtoon? Well...

We're on a continuous mission to prove that anyone can be a video creator. But if you're new to video content, it can be complicated and time-consuming, leaving you with uninspired results. Imagine if creating videos was as easy as describing your vision. With our new AI technology, it really is.

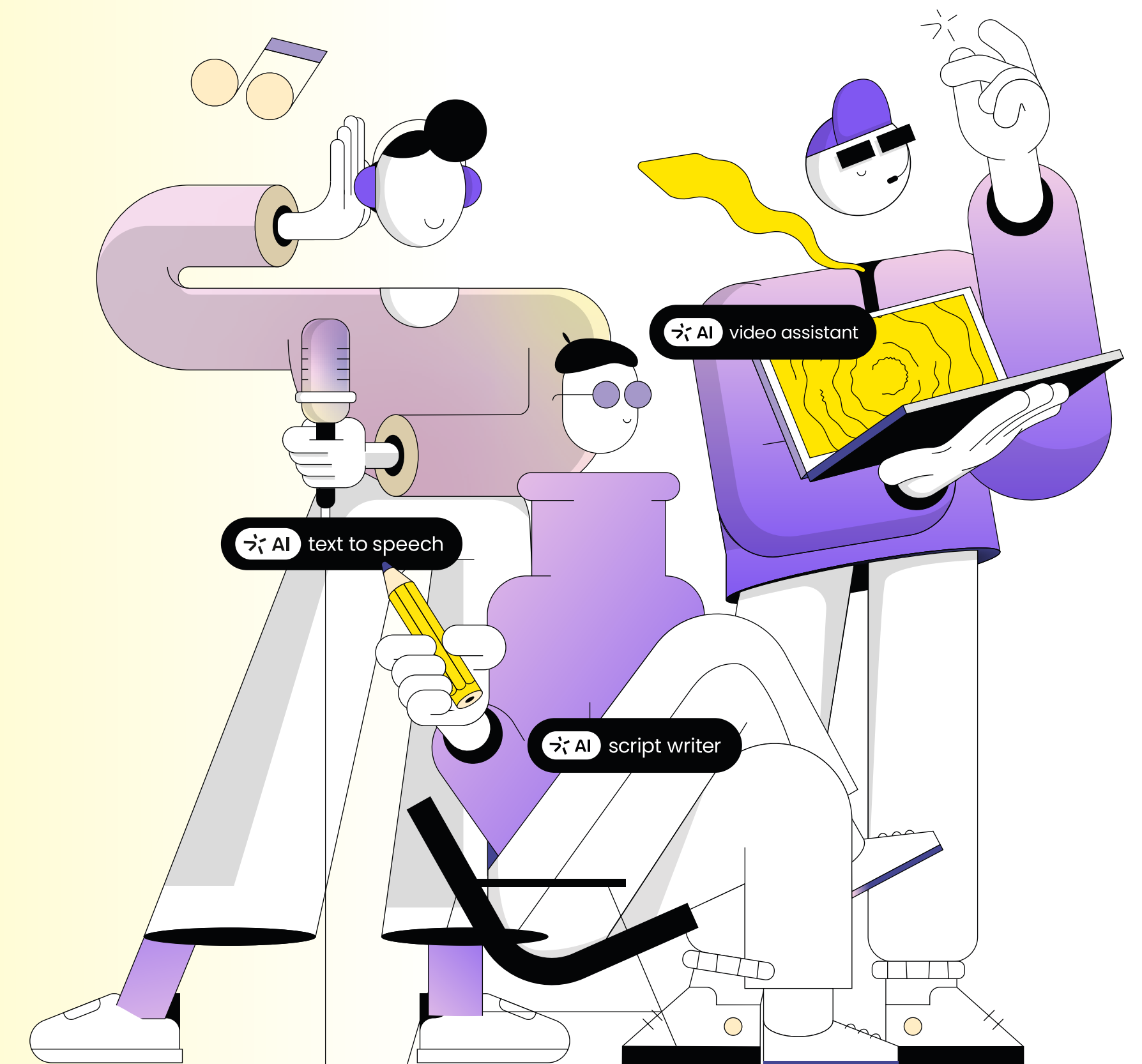
Introducing Powtoon Imagine - the power to produce quality videos at scale and at speed.

- Our AI script writer has been developed to take your videos to the next level by allowing you to choose a use case and tone of voice to match your brand perfectly.
- Next comes the AI text-to-speech tool. Powered by ElevenLabs' genius technology, you can generate a natural-sounding VoiceOver in one of over 140 accents and languages to bring your training, launch, or update to life.
- And last but not least, the AI video assistant - your personal producer. In just a few clicks, you will be presented with your video's completely customizable first draft that's catered to your specifications.

With ✨ powtoon **imagine**, subject matter experts and L&D and marketing pros can quickly turn their expertise into engaging video content made for you, by you.

*Make the videos you've always imagined.*

Head to our AI Help Center to find out more.







# About Powtoon - A Visual Native Company

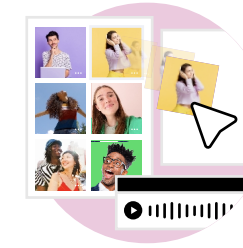
Powtoon is a leading video and visual communication platform that empowers over 40 million active creators worldwide. Supporting 96% of the Fortune 500, its parent company, Visual Native, is an innovation center that harnesses visual tools and Deep Learning technologies to power workplace solutions.

Powtoon's video creation platform empowers your team with a host of features that make creating engaging video content a breeze:

**Book a call with our team today  
to see how video can bring your  
L&D programs to life.**

**Talk to a Powtoon Expert**

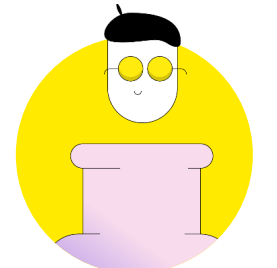
Or contact [buisiness@powtoon.com](mailto:buisiness@powtoon.com) to learn more.



1000s of royalty-free video clips, images, animations, & music



Wide selection of pre-made templates



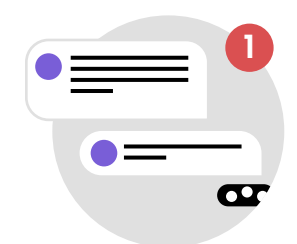
Powtoon Imagine AI script generator



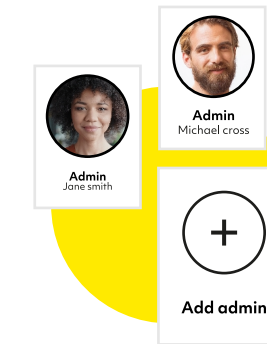
Screen capture & face recordings



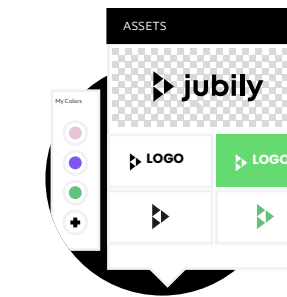
Customizable & diverse characters



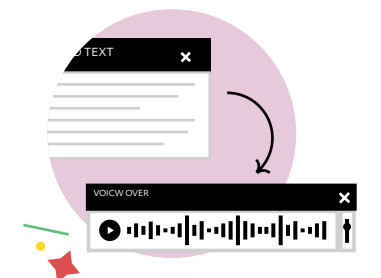
Review & comment features



Shared workspaces & collaboration tools



Centralized brand assets



Text-to-speech & other accessibility tools



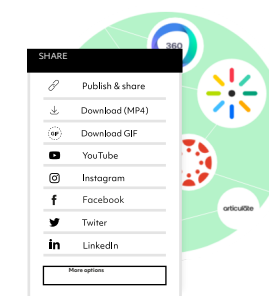
Enterprise-grade security compliance



A dedicated Success Manager



video assistant



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Personalized onboarding & training