

L&D Leaders USA 2024



Ryan Fitzpatrick
Head of Global Accounts

How does a learning team of one

create, localize, and keep 100s of videos up
to date?



Send To Printer Back To Directions

Start: Dallas, TX
US

End: 312 Barton Springs Rd
Austin, TX
78704-1213 US

Distance: 196.99 miles

Total Estimated Time: 3 hours, 21 minutes

Directions	Distance
1. Start out going South on N AKARD ST toward FEDERAL ST.	0.1 miles
2. Turn RIGHT onto ELM ST.	0.5 miles
3. Turn SLIGHT LEFT to stay on ELM ST.	0.1 miles
4. ELM ST becomes COMMERCE ST.	<0.1 miles
5. Merge onto I-35E S.	57.4 miles
6. Merge onto I-35 S/US-81 S via the exit- on the left.	137.6 miles
7. Take the exit- exit number 234A- toward 1ST ST/HOLLY ST.	<0.1 miles
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9. Turn RIGHT onto CESAR CHAVEZ ST E/E 1ST ST/TX-343 LOOP.	0.4 miles
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11. Turn LEFT onto E 2ND ST.	<0.1 miles
12. Turn LEFT onto CONGRESS AVE S.	0.3 miles
13. Turn RIGHT onto BARTON SPRINGS RD.	0.1 miles
End at 312 Barton Springs Rd, Austin, TX 78704-1213 US	

<http://www.mapquest.com/directions/main.adp?do=prt&2n=TRAVIS%20COUNTY&1g=39Vzi74hg7M...> 04/15/2004

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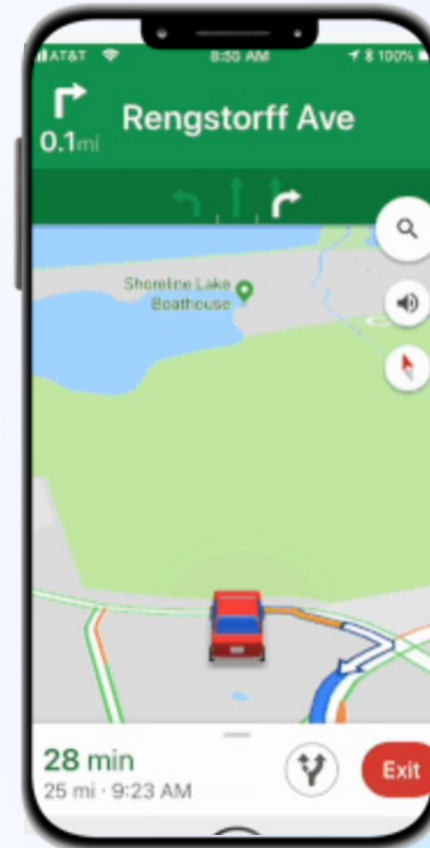
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**When formats change so
should the way we present
information.**

Where we're headed

WHY VIDEO? WHY NOW?

5 MINS

WHAT (ACTUALLY) CHANGES WHEN VIDEO IS EASIER TO CREATE?

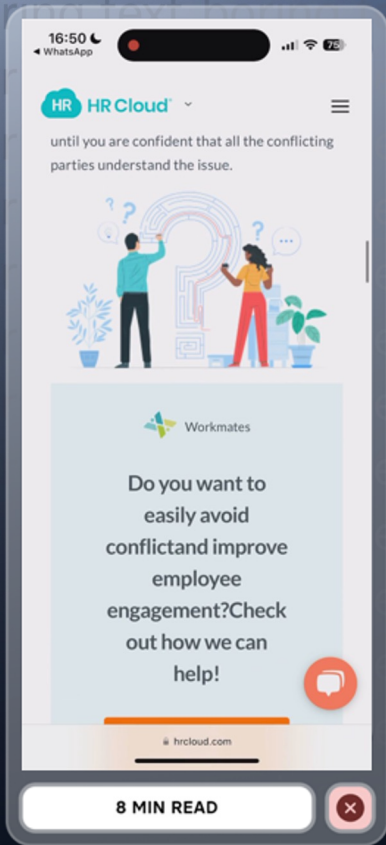
5 MINS

WHERE TO GET STARTED WITH AI VIDEOS

5 MINS

WRAP UP

5 MINS



People want to watch and listen - not read.

Cost

**In modern
companies,
video is already
everywhere.**



Advertising
High budget productions



Daily business interactions
Teams, Google Meets, Zoom, Loom

Volume

...except for
async
communication
and knowledge
sharing.



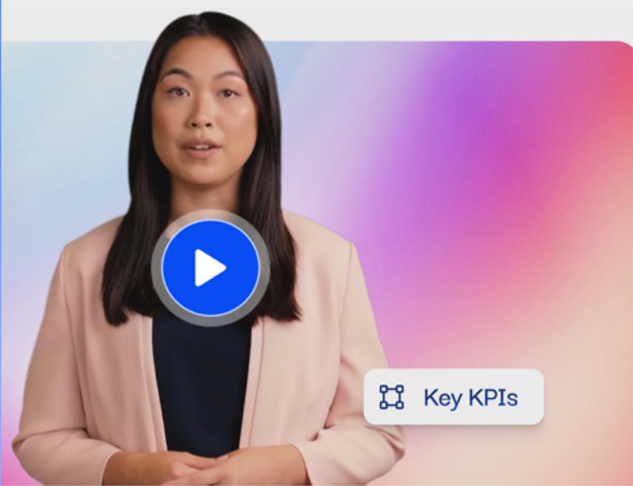
Communication & knowledge sharing
PPts, Documents, PDFs

Advertising
High budget productions



Daily business interactions
Teams, Google Meets, Zoom, Loom

Our business strategy in 2024



For internal communications

- Increased engagement
- Improved alignment & clarity
- Increased satisfaction & eNPS



People hardly read anymore, so we use videos to engage our 90,000+ employees globally.



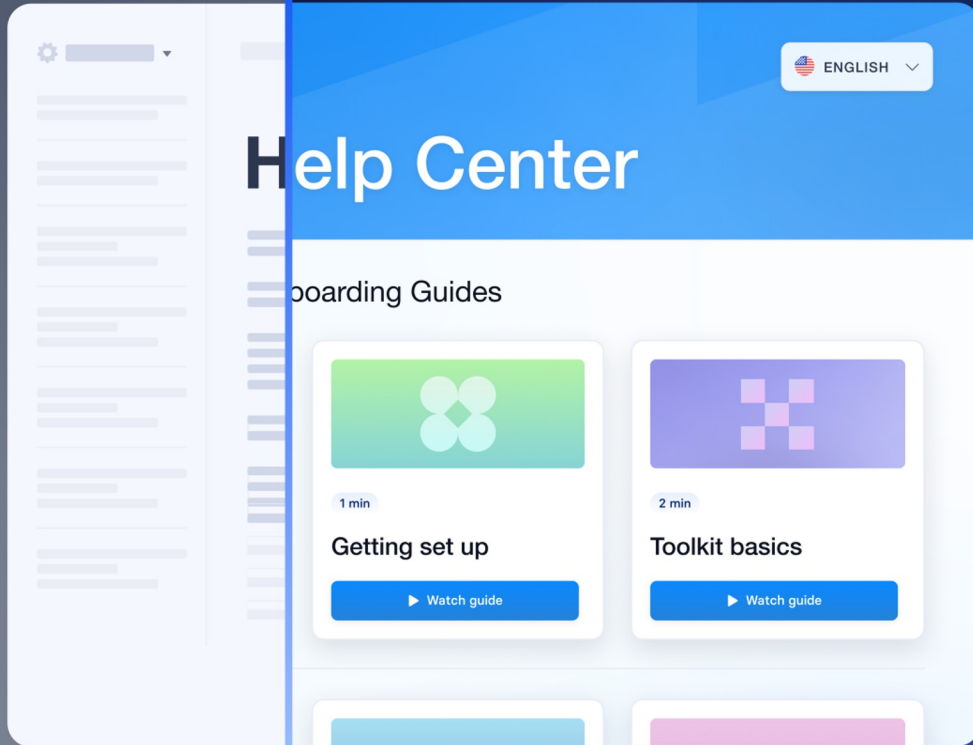
Frank van der G.

Global TPM Manager of Customer Service and Logistics



**Managing and training a
global workforce**

\$10,000 saved per video
80% faster video creation



For customer enablement

- Reduced support tickets
- Increased activation & adoption
- Increased satisfaction & NPS

intenseye

Our customers prefer to watch vs read help articles, so we've created a video-first FAQ.



Kübra D.
Customer Support Specialist

Video creation is costly and complex.

IDEA >



Scriptwriting



Filming



Editing



Translation



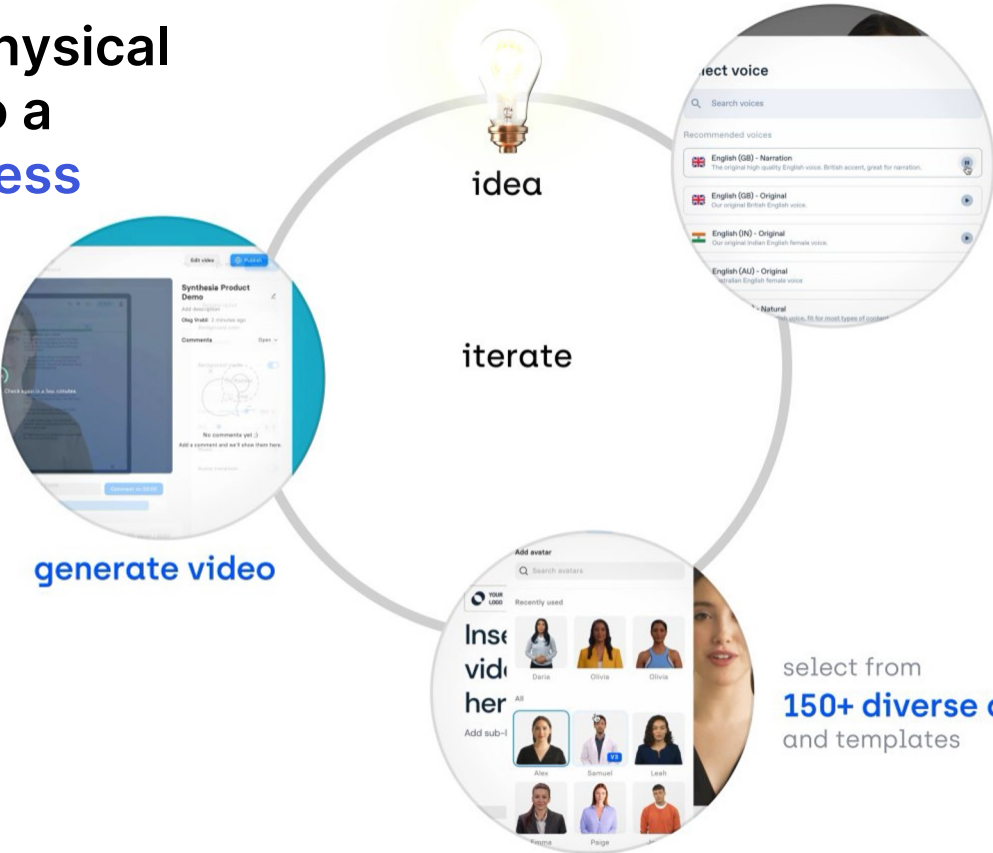
Updating

▶ VIDEO

Table 1: Average Unit Length and Time to Develop by Instructional Product

Training Product Description	n	Avg. Module Length (Minutes)	Min. Time to Develop (Hours)	Max. Time to Develop (Hours)	Avg. Time to Develop (Hours)
Instructor-Led					
Classroom	197	23	43	141	67
Online /Virtual	200	25	35	85	55
E-Learning					
Passive (page turners)	140	20	38	79	48
Partial engagement (drag and drops, roll overs, simple animations, gamified elements)	138	26	65	115	84
Moderate engagement (some games, activities, or simulations)	129	20	74	194	116
Full engagement (many immersive games, scenarios, or simulations)	59	17	70	694	155
Microlearning					
Infographics, podcasts, videos, e-learning	151	6	10	31	18

we've transformed physical video production into a digital, iterative process



idea

type your script in **120+ languages**

iterate

generate video

select from **150+ diverse avatars** and templates

- Synthesia
- Home
- Templates
- Videos
- Workspace
- Shared with me
- My videos
- Trash
- Assets
- Library
- Brand kits
- Avatars
- Voices

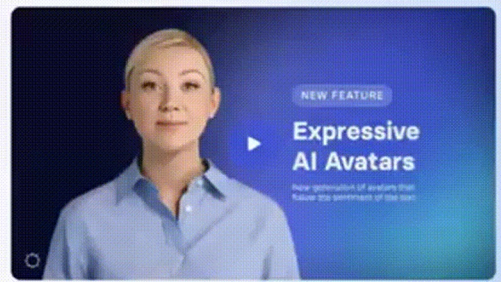
Search videos

New video 📁 🔔

New video
Pick a template or start from blank

AI video assistant
Generate a video from a file, website, or idea

Import PowerPoint
Convert slides to backgrounds

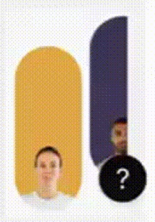
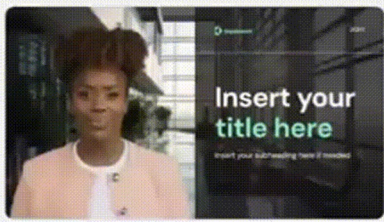
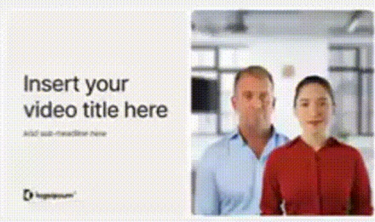
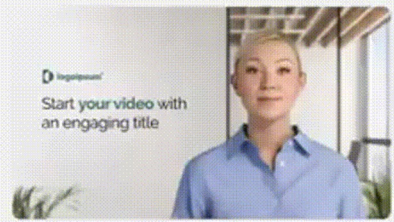


Introducing Expressive AI Avatars 🌟

New generation of avatars that follow the sentiment of the text. They frown, smile, furrow their eyebrows, and more — all automatically!

[Learn more →](#)

Get inspired Discover what you can create with Synthesia





HOME ABOUT EVENTS ▾

GET INVOLVED

GET TICKETS



L&D LEADERS USA

3-4 JUNE, 2024

Marriott Downtown NYC

VIEW AGENDA ▾

GET TICKETS ▾

VIEW SPEAKERS ▾



Synthesia L&D Leaders USA - L&D Leaders

app.synthesia.io/#/?videosType=MyRecentVideos&template-picker-view=GenerateAIScript

Synthesia Search videos New video

Video options AI video assistant

Source ⓘ

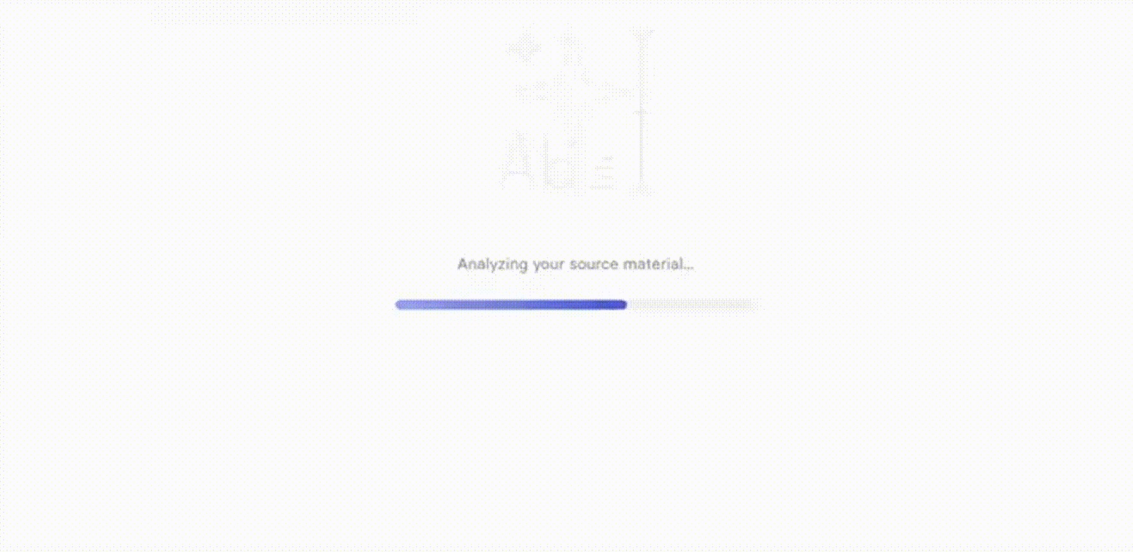
File Weblink Idea

L&D Leaders USA - L&D Leaders Event Series
learndevseries.com

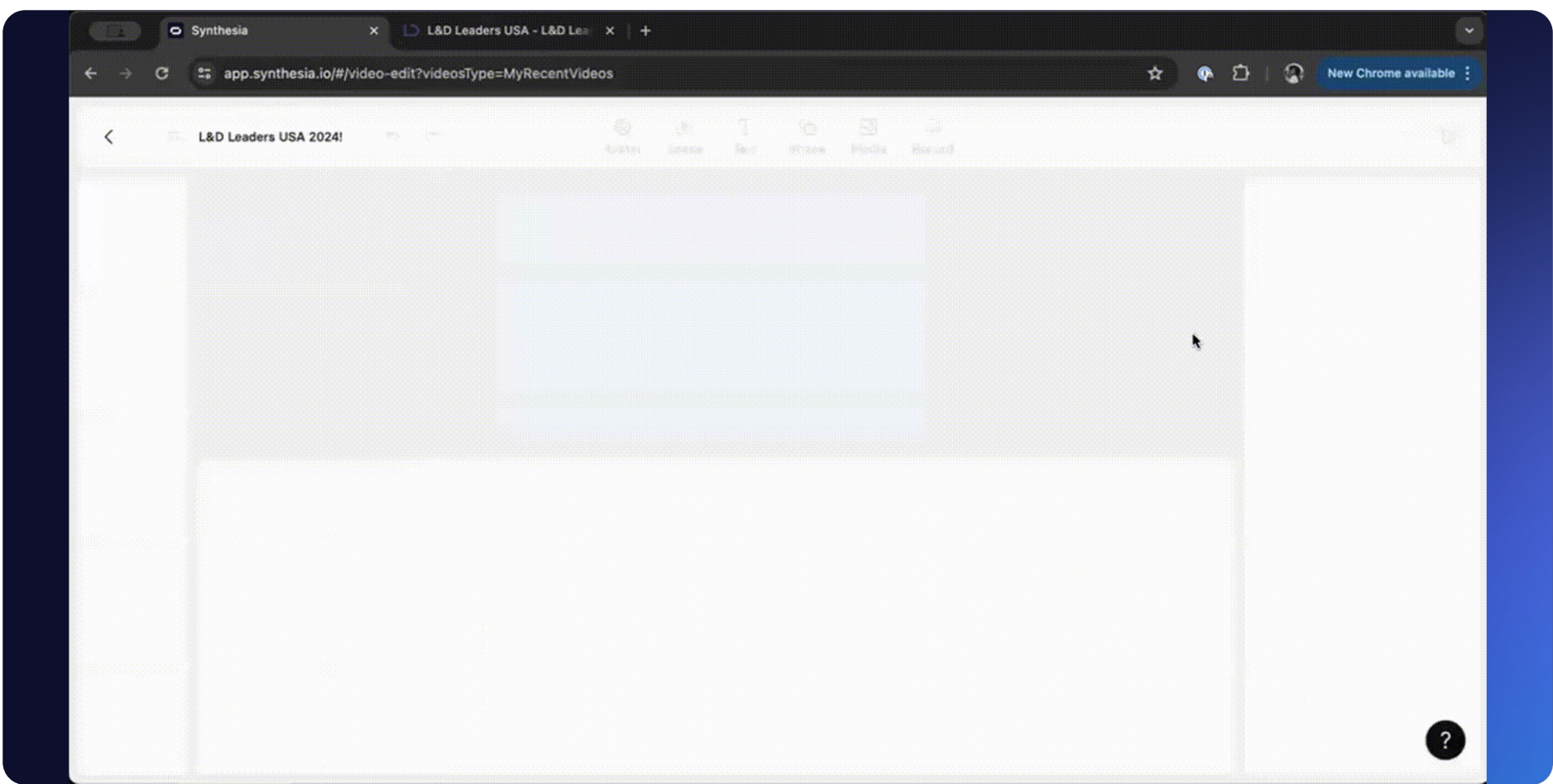
Length *
1 scenes

Objective
Summarize page in a fun and exciting way.

Generating video Stop generating Generating video



The AI video assistant interface features a central area with a blurred video thumbnail and a progress bar. The text 'Analyzing your source material...' is displayed above the progress bar. The progress bar is a blue line that is approximately 60% full. The interface is clean and modern, with a white background and grey accents.



Synthesis L&D Leaders USA - L&D Le x +

app.synthesia.io/#/video-edit/50b355a8-b820-4e48-9731-72d80b57bc9e?videosType=MyRecentVideos

L&D Leaders USA 2024!

Avatar Space Text Shape Media Record

Invite Generate

Scenes

SCENE 1

2

3

L&D Leaders USA 2024!

June 3-4 at Market Downtown NYC

Scene 1

Replace layout

Background color #E4E4E3

Background media

Replace

Crop

Opacity 100 %

Blur 0 %

Music Chasing the Dawn

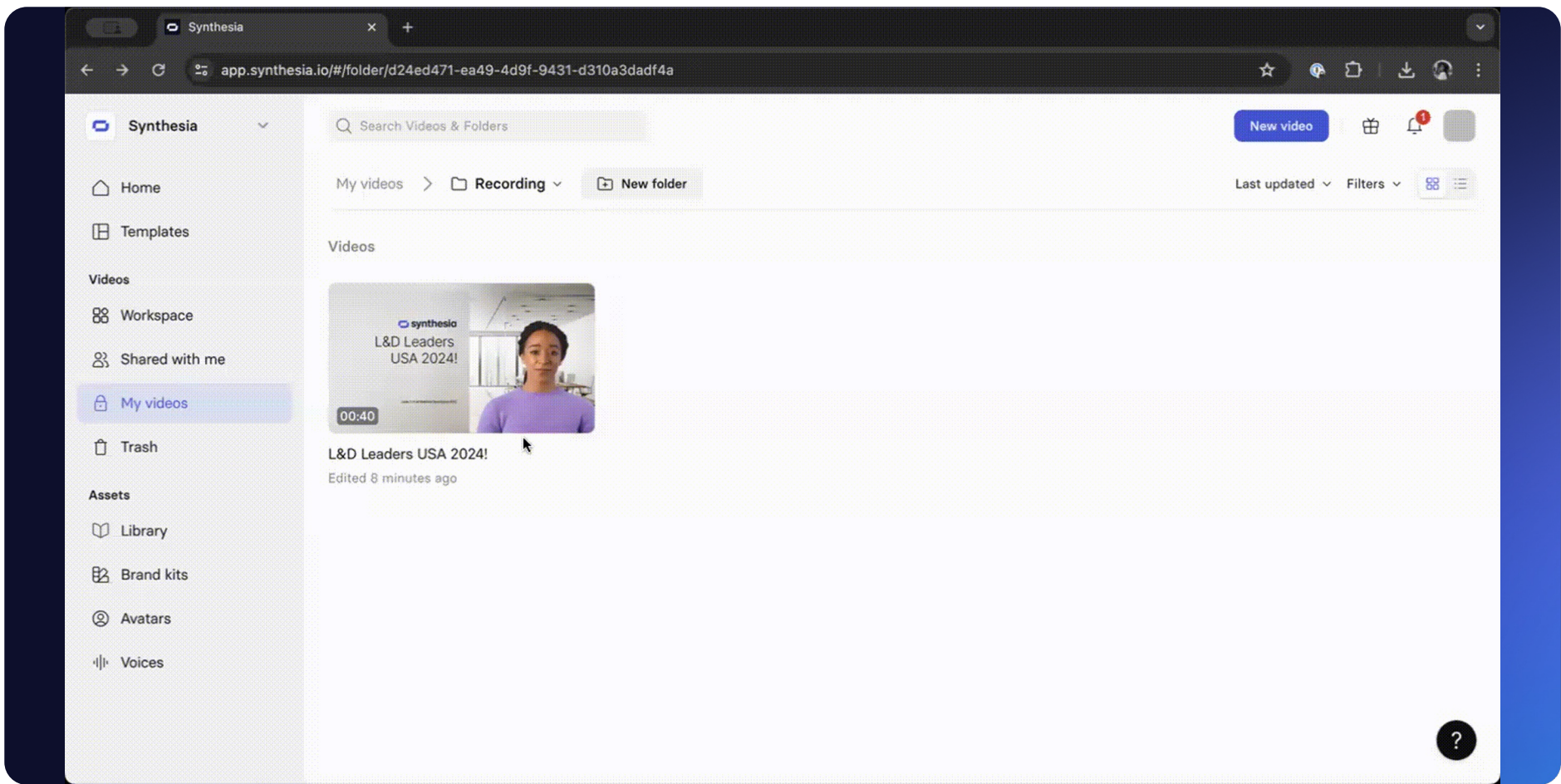
Volume 18 %

Loop

Trigger Pause Diction 00:01

EN Welcome to L&D Leaders USA 2024! Join us in Downtown NYC for an exciting event packed with insights and networking opportunities.

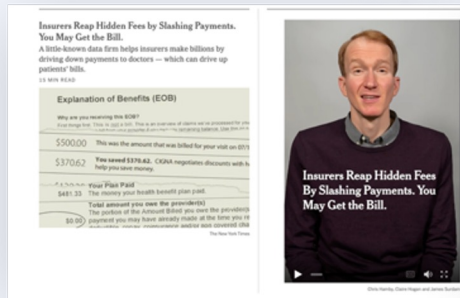
Edit with AI Diction Preview



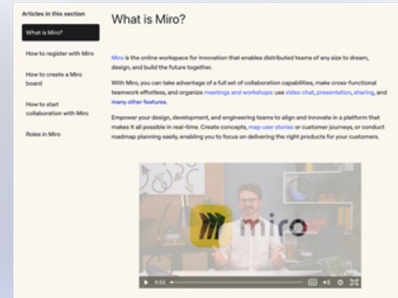
3 places to start with AI video today

- 1. Give choice between text or video**
- 2. Instantly refresh content**
- 3. Provide content in multiple languages**

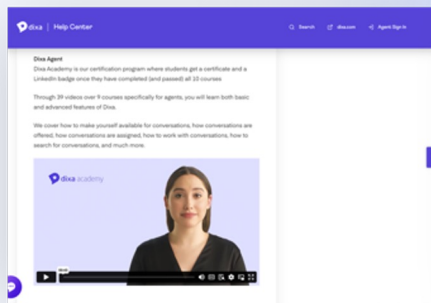
Provide a choice between text and video



NYTimes



Miro



Dixa



Rainforest Alliance

Synthesia

app.synthesia.io/#/video-edit/50b355a8-b820-4e48-9731-72d80b57bc9e

L&D Leaders USA 2024! EN

Avatar Space Text Shape Media Record

Invite Generate

Scenes

SCENE 1

2

3

+

synthesia

L&D Leaders USA 2024!

June 3-4 at Marriott Downtown NYC

Trigger Pause Diction

00:00 / 00:11

EN > Welcome to L&D Leaders USA 2024! Join us on June 3-4 at the Marriott Downtown NYC for an exciting event packed with engaging content and networking opportunities.

Scene 1

Replace layout

Background color #E4E4E3

Background media

Replace

Crop

Opacity 100 %

Blur 0 %

Music

Chasing the Dawn

Volume 18 %

Loop ?

Scene transition

- Synthesia
- Home
- Templates
- Videos
 - Workspace
 - Shared with me
 - My videos**
 - Trash
- Assets
 - Library
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 - Voices

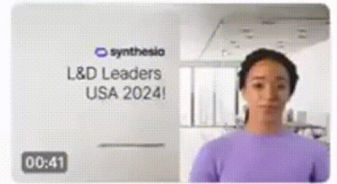
Search Videos & Folders

New video

My videos > Recording New folder

Last updated Filters

Videos



L&D Leaders USA 2024!

Edited 5 minutes ago





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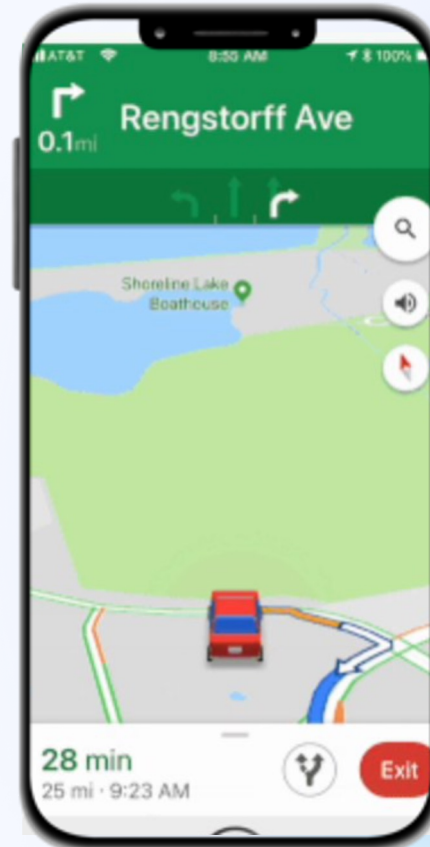
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Thank you!
Stop by our table



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Head of Global Accounts
ryan.fitzpatrick@synthesia.io

