

The new reality of speech and communication

Welcome!



belgaclub

Belgium's spokespersons network





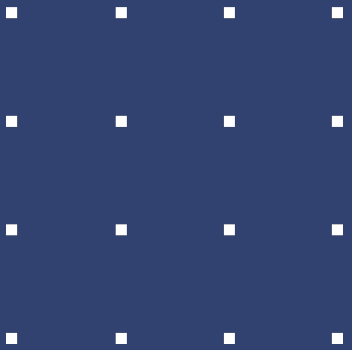
HeyGen



Will this become
the new reality?

Before we look into the future,
let's travel back in time to

2019



ARTIFICIAL INTELLIGENCE

Early artificial intelligence stirs excitement.



MACHINE LEARNING

Machine learning begins to flourish.



DEEP LEARNING

Deep learning breakthroughs drive AI boom.



1950's

1960's

1970's

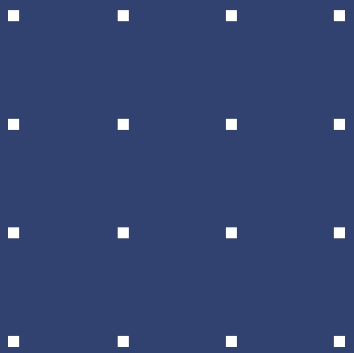
1980's

1990's

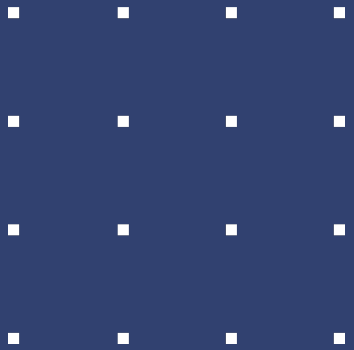
2000's

2010's

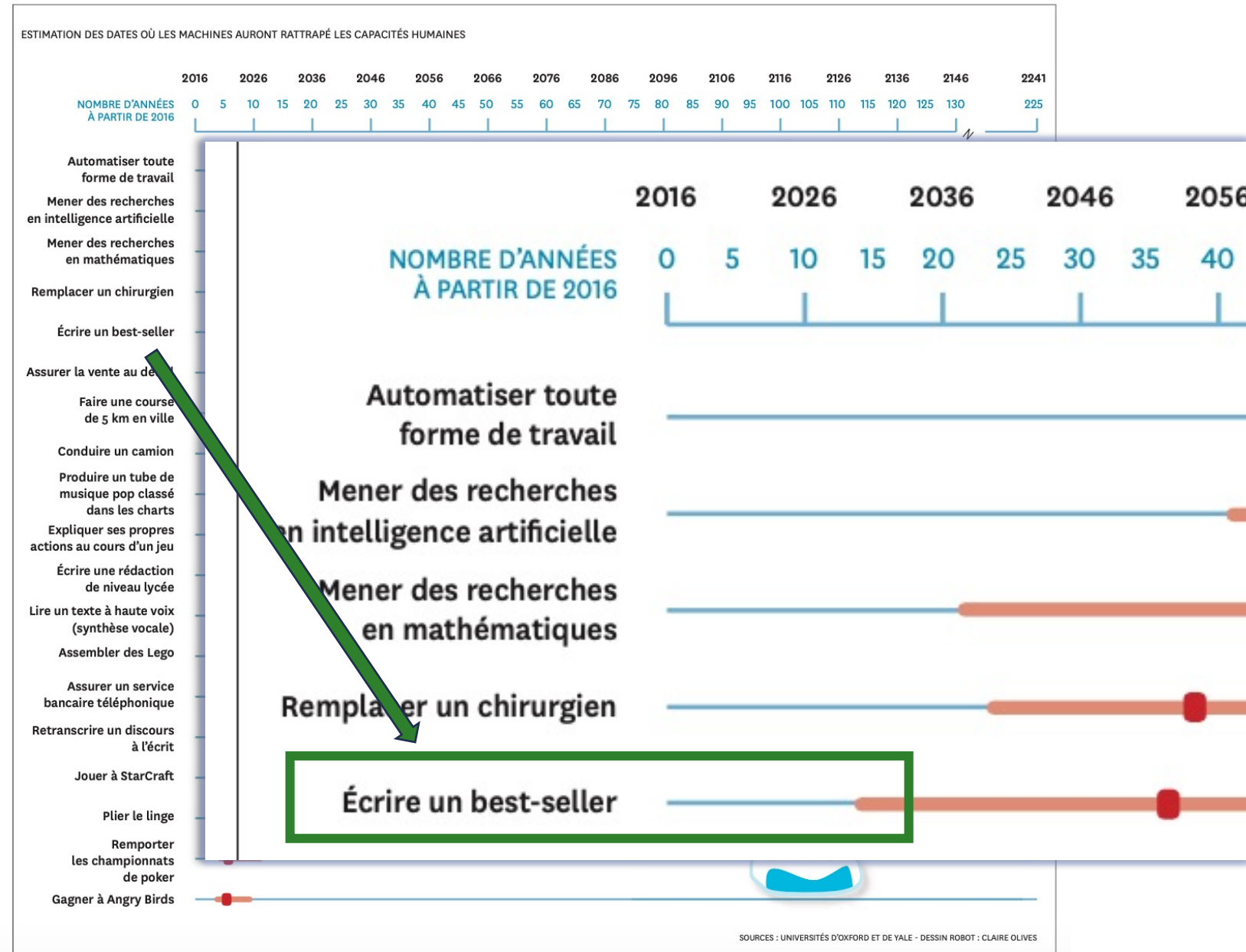
I asked the audience:
who is using AI?

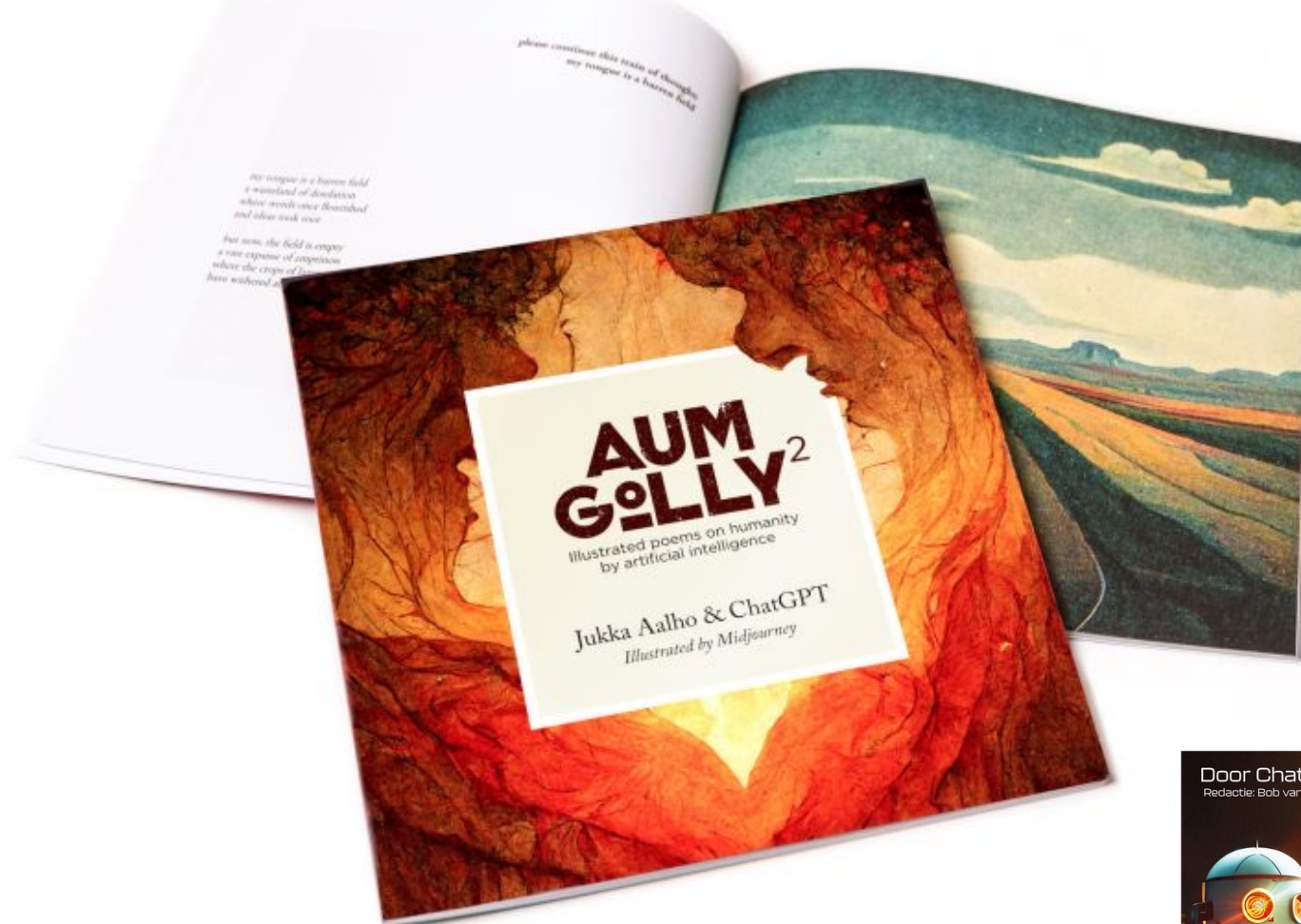


Just 1 single person



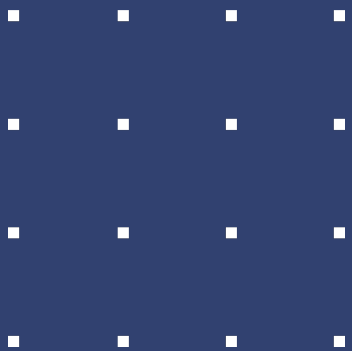
D'ici à 2060, l'intelligence artificielle égalera l'humain dans presque tous les domaines, prédisent des experts.





Let's go to

2021



VIRTUAL REALITY IS BECOMING A REALITY?

TOMORROW
LAB

facebook Spaces

BETA

'Facebook Spaces' Has Been Shut Down But Its Lessons
Shouldn't Be Forgotten



DIGITAL Workforce.ai

⚡ by Amelia

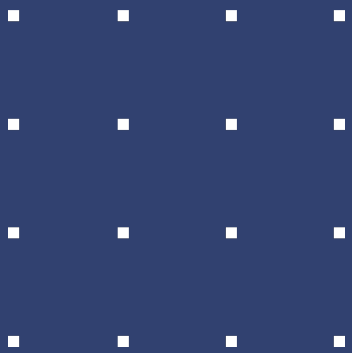
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Start building your future workforce today through DigitalWorkforce.ai, the one-stop online marketplace where users can browse, interview and onboard Digital Employees™ powered by Amelia®, the industry-leading cognitive AI solution.

AMELIA®

Welcome to DigitalWorkforce.ai™

Today we have
Imma, Kate, Thalasya,
Miquela, Mark Tuan's
digital twin, Alex, Kevin,
Shudu, Colonel KFC, ...



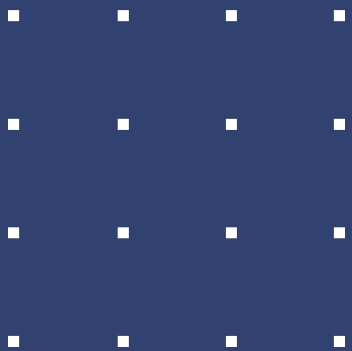


Old speed of change



New speed of change

Let's talk about
the future reality
of communication
professionals



THIS IS KARINE

About 8 years ago, she was used to:

- write one clear message
- maintain a network of journalists
- bring the story via TV and radio
- translate texts/ask someone to do the translation
- have (some) time in times of crisis
- not being concerned about TikTok, Reels and other social media stuff
- not being available 24/7

And she had never heard of ChatGPWhat?



Job: spokesperson
Company name: Foedie
Sector: confectionery products
Company size: 3500 employees
Experience: 23 years

TRENDS IMPACTING THE ROLE OF KARINE



AI and automation,
emerging tech



Deepfake technology



Virtual and augmented reality



Data privacy and cybersecurity



Ethical AI and responsible Tech



Influencer partnerships



Regulatory changes



Sustainability and ESG



Mental health and well-being



Online and social media,
real time communication



Authenticity and representation



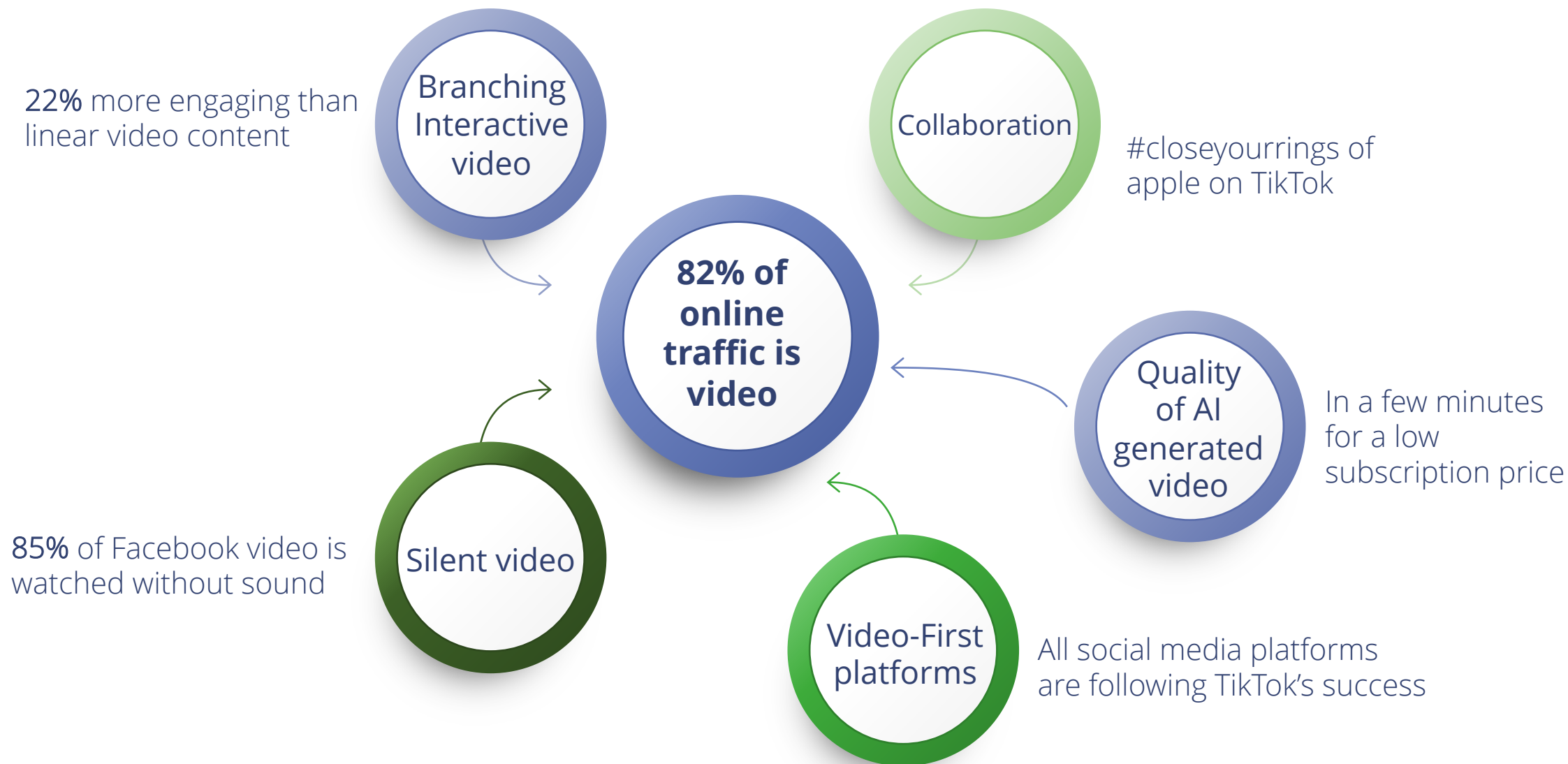
THE IMPORTANCE OF VIDEO IS ONLY INCREASING

**82% of
online
traffic is
video**

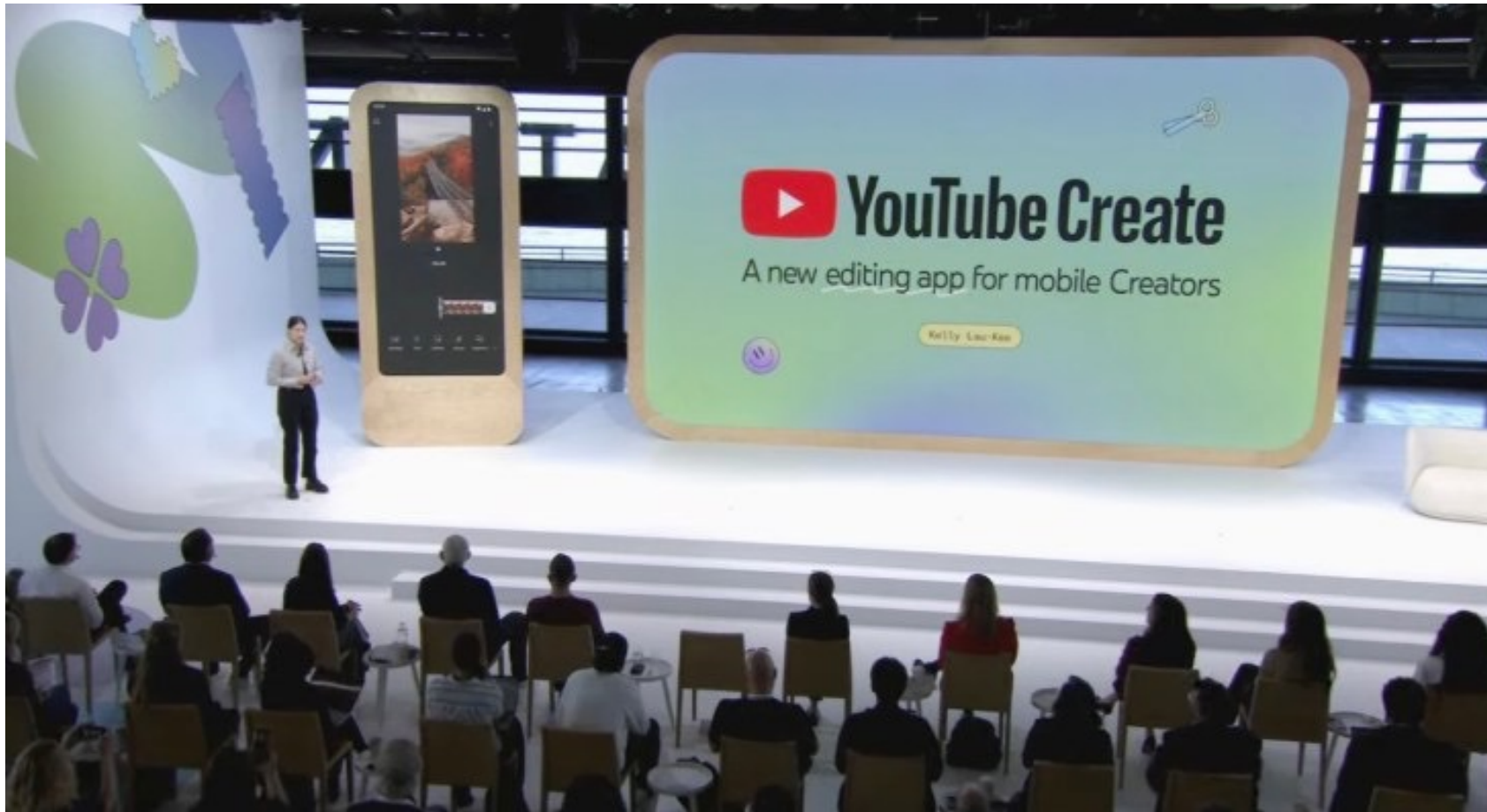
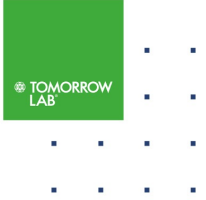
Online and social media,
real time communication



THE IMPORTANCE OF VIDEO IS ONLY INCREASING



YOUTUBE LAUNCHES A VIDEO EDITING APP



TeamYouTube
@TeamYouTube · Follow

🌟 introducing YouTube Create

a new easy-to-use editing app that helps you make high-quality vids & can publish to YouTube 📺

now in *beta* in 8 countries on Android

we want your feedback 🗣️

download in Play Store: goo.gl/3RopPv4

more info: goo.gl/3RAyZVv

12:30 Watch on Twitter

A screenshot of the YouTube Create app interface on a smartphone. It features a large blue play button in the center, surrounded by colorful icons representing various editing features like text, images, and transitions. Below the play button, it says "Create videos with free, powerful editing features" and has a "Sign in" button at the bottom.

▶ GIF

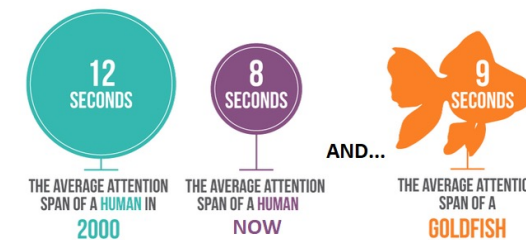
TAKING TYLENOL

COULD MAKE YOU LESS EMPATHETIC

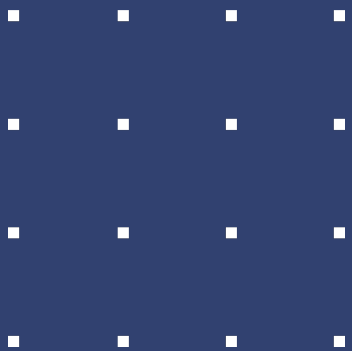


AND POSSIBLY WE'VE ALREADY LOST SOME OF YOU...

"You know my attention span
is longer than yours, right?"



Astrid, brew a pot...
Your AI video will be with you
sooner than you can say
espresso ristretto



Scenes



SCENE 1



Scene 1

Replace layout 

Background color

 #FFFFFF 

Background media  

 Replace

 Crop

Opacity  100 %

Blur  0 %

Music 

 English (US) - Engaging 

 Gesture  Marker  Pause  Diction

 00:00 / 01:22

Hey! I'm Alex, and here's a quick Synthesia product demo.

To begin, choose from a wide variety of fully customizable video templates and select your preferred AI avatar.



NO CAMERA
NO CREW
NO PROBLEM

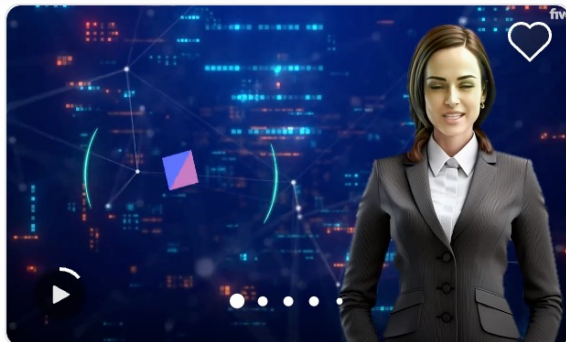
Service options ▾

Seller details ▾

Budget ▾

Delivery time ▾

fiverr.



Zack

FIVERR'S CHOICE

I will create ai animated character video with your script or voice

★ 5.0 (82)

From €35



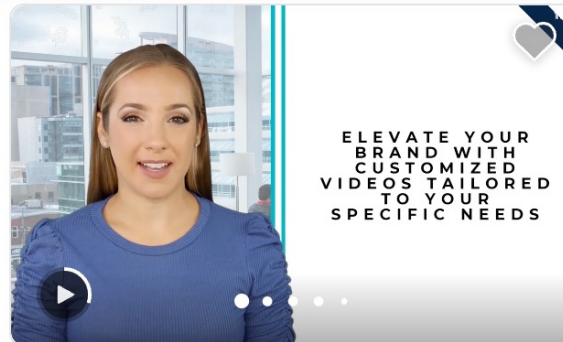
Digitalprompt

Level 1

I will create an incredible ai spokesperson video with a human...

★ 5.0 (57)

From €10



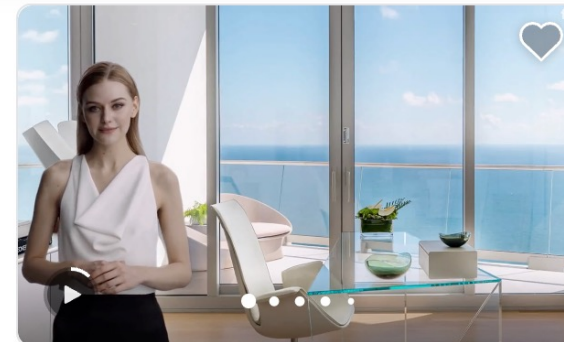
Salmac

Level 1

I will fast spokespersons with artificial intelligence multilingual

★ 4.9 (25)

From €5



Filip M

Level 2

I will make ai spokesperson video in any language

★ 5.0 (84)

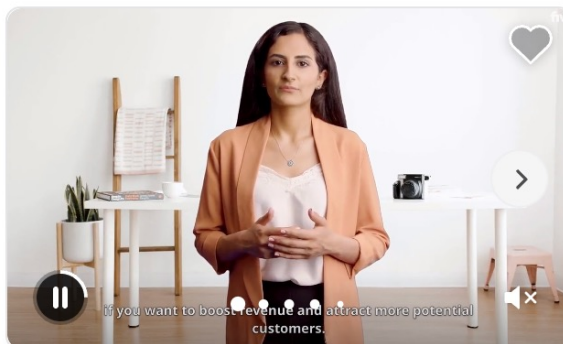
From €5



Najam Mustafa

Level 2

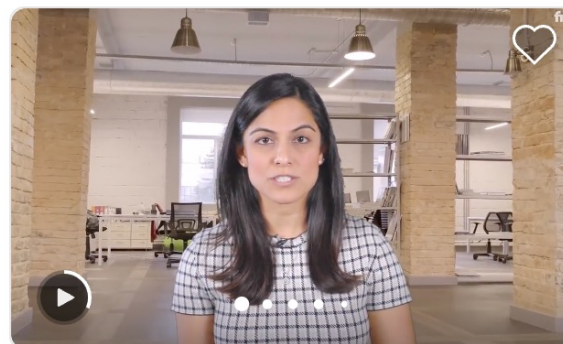
I will create and edit synthesisia ai videos



Muqeet

Level 1

I will use ai actors to create spokesperson videos for marketing



Simnorly

I will realistic natural human voiceover ai avatar spokesperson video



Abdul Hameed

I will create ai avatar talking head and virtual presenter

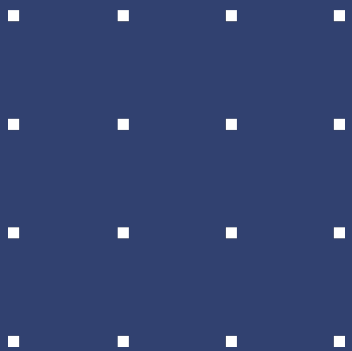
AI VIDEO RESEARCH POWERING A HIGHER QUALITY FUTURE



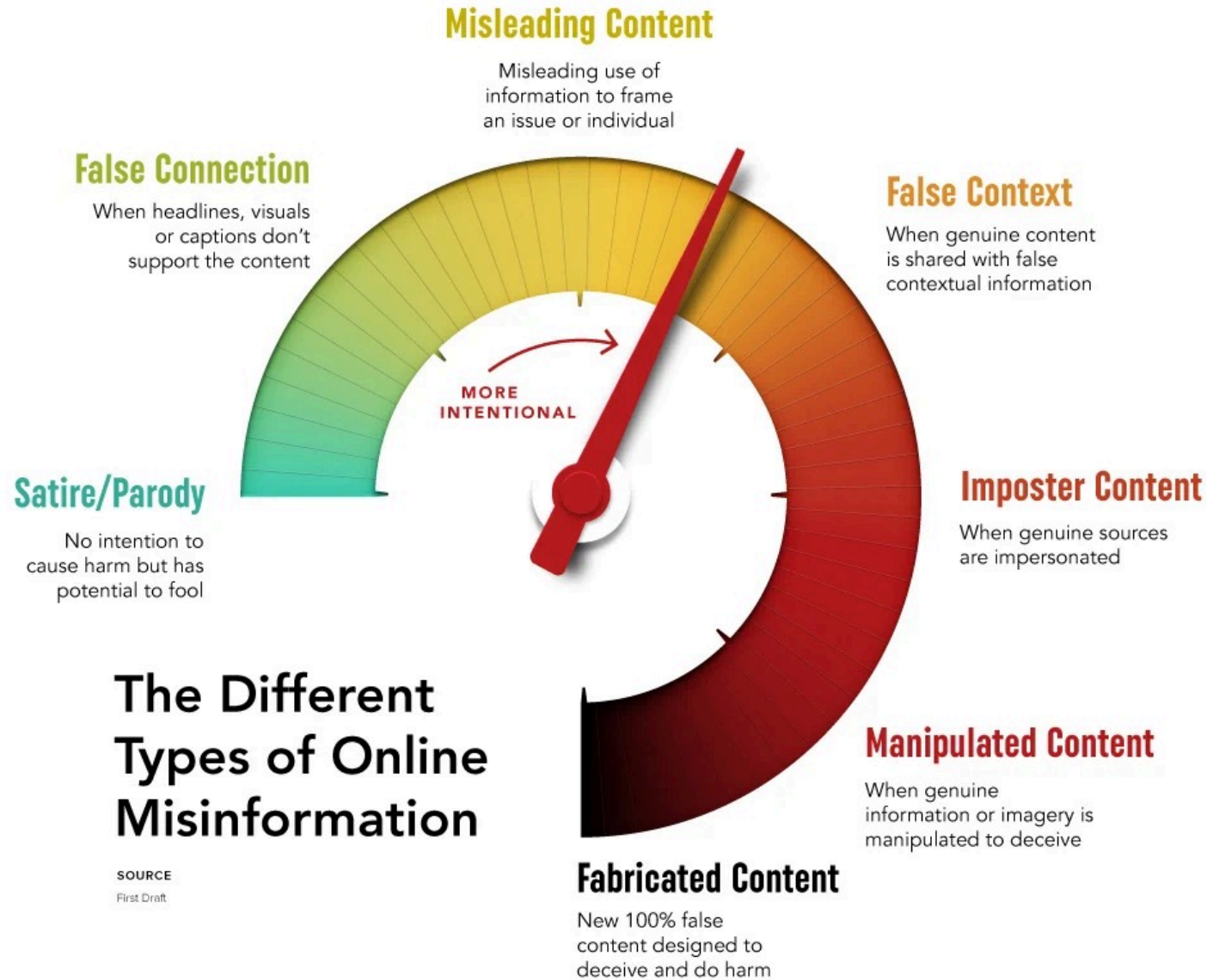
EYE CONTACT OFF

EYE CONTACT ON

The people onscreen are fake.
The disinformation is real.

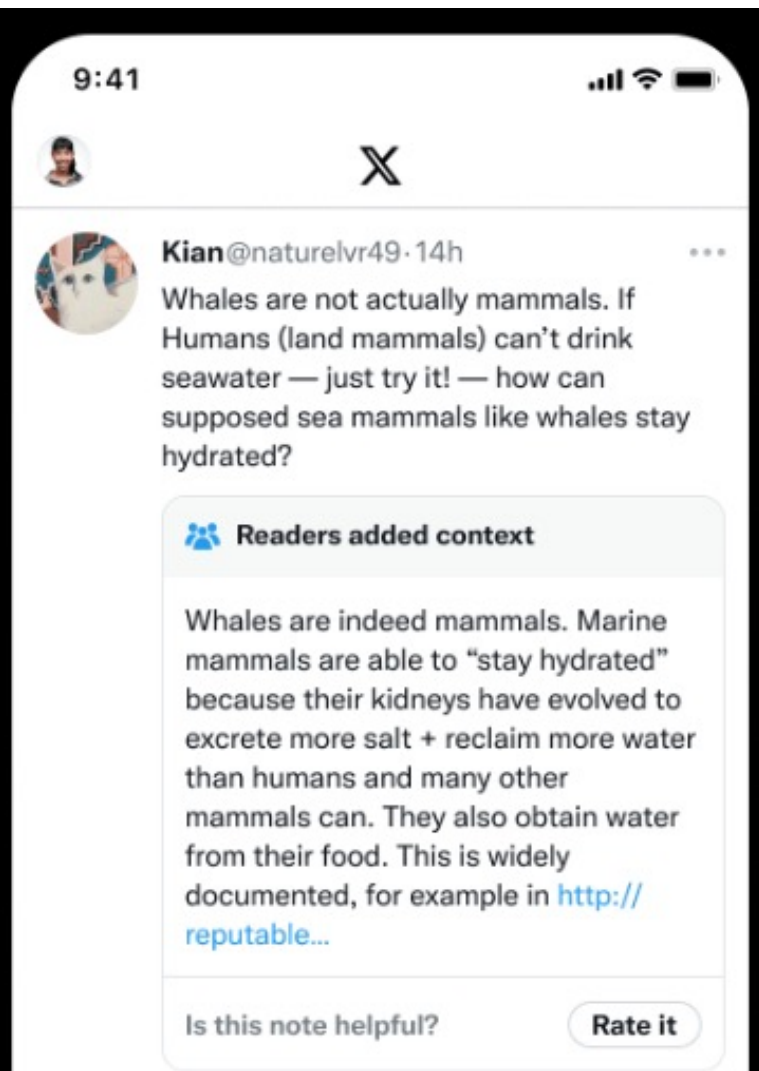


DIFFERENT TYPES OF MIS/DISINFORMATION



After three hours' talks, the two heads of state exchanged candid and in-depth views on strategic issues in China

X ROLLS OUT COMMUNITY NOTES 'FACT CHECKS'



Community Notes: a collaborative way to add helpful context to posts and keep people better informed

Community Notes aims to create a better-informed world, by empowering people on X to collaboratively add helpful notes to posts that might be misleading.

Contributors write and rate notes

Contributors are people on X, just like you, who [sign up](#) to write and rate notes. The more people that participate, the better the program becomes.

Only notes rated helpful by people from diverse perspectives appear on posts

Community Notes doesn't work by majority rules. To identify notes that are helpful to a wide range of people, notes require agreement between contributors who have sometimes disagreed in their past ratings. This helps prevent one-sided ratings.

Learn more about how Community Notes handles [diverse perspectives](#).

X doesn't choose what shows up, the people do

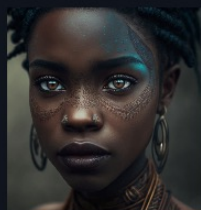
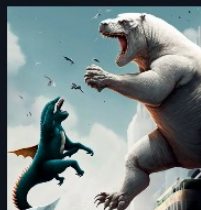
X doesn't write, rate or moderate notes (unless they break X's [Rules](#).) We believe giving people a voice to make these choices together is a fair and effective way to add information that helps people stay better informed.

Open-source and transparent

It's important for people to understand how Community Notes works, and to be able to help shape it. The program is built on transparency: all contributions are published daily, and our ranking algorithm can be inspected by anyone. Learn more how it works [under the hood](#).

AI or Not

Determine whether an image has been generated by artificial intelligence or a human



Drag and drop
or **upload** your image

We support jpeg, png, webp, gif, tiff, bmp.
10Mb of maximum size.

0 out of 5 images left

OR

Paste image URL here

AI OR NOT?

[AI or Not August 20 2023](#)

By uploading an image or URL you agree to our [Terms of Service](#)

HOW TEXT TO IMAGE ADVANCED IN 1 YEAR



NEXT ON THE AI AGENDA: TEXT TO VIDEO

HOW WILL THIS LOOK LIKE IN 2024?



Text to video: Will Smith eating spaghetti

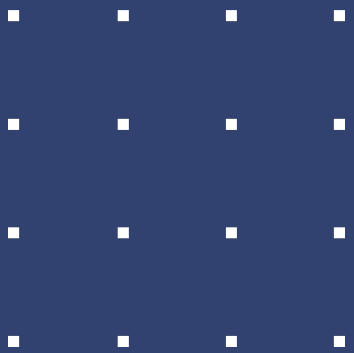
NEXT ON THE AI AGENDA:
TEXT 2 IMAGE IN CHATGPT WITH DALL.E 3



ChatGPT●



What happens if you combine AI with the human body?



AI X AB

Human-like artificial
intelligence needs a
human-like artificial body

Meet Ameca!





AI is not a threat, but rather
an opportunity. How can I
make it my perfect assistant?

USE OF AI TOOLS IN CRISIS COMMUNICATION

Help, we have a food safety scandal:

e.coli bacteria was found in the chocolates produced by Karine's company Foedie.

The factory is located in Belgium, and she needs to articulate the measures that have been taken to address the issue to multiple stakeholders in 3 different languages.

No time to waste!

The character appearing in this example is fictitious. Any resemblance to real persons or companies, is purely coincidental.



Hi, my name is Karine. I work as a spokesperson for the food company Foedie. We are in the middle of a scandal because the bacteria E.Coli was found in some chocolates we sold. I'm a spokesperson. My factory is in Belgium and I need to express in english to the european commission that we are taking all our effort to solve that issue. Write me a very small press release targeted to that segment.



FOR IMMEDIATE RELEASE

Contact: Karine Spokesperson, Foedie Email: karine@foedie.com
Phone: +[Your Phone Number], [Date]

Foedie, a trusted food manufacturer located in Belgium, is addressing the recent discovery of E.Coli in a limited batch of our chocolate products. As Foedie's spokesperson, I want to assure the European Commission and the public that we are fully committed to swiftly and effectively resolving this issue.

Understanding the seriousness of the situation, we are prioritizing the health and safety of our customers. To this end, we have taken the following immediate actions:

1. Product Recall: Foedie has initiated a voluntary recall of the affected chocolate products to prevent any further distribution of potentially contaminated items.

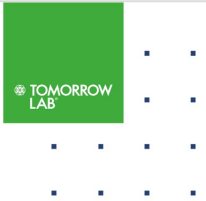
2. Comprehensive Investigation: Our expert team is actively investigating to identify the source of contamination and implement corrective measures.

3. Enhanced Quality Control: Foedie is reinforcing its quality control procedures to ensure the highest standards of safety and quality in all our products.

Foedie is cooperating fully with regulatory authorities and is committed to maintaining transparency throughout the resolution process. We remain dedicated to upholding the trust of our customers and ensuring the safety and quality of our products.

For more information or inquiries, please contact Karine at karine@foedie.com or +[Your Phone Number].

And in Dutch and French?



VOOR ONMIDDELLIJKE PUBLICATIE

Contact: Karine Woordvoerder, Foedie E-mail: karine@foedie.com Telefoon: +[Uw Telefoonnummer]
[Datum]

Foedie, een vertrouwde voedselproducent gevestigd in België, pakt de recente ontdekking van E.Coli in een beperkte partij van onze chocoladeproducten aan. Als woordvoerder van Foedie wil ik de Europese Commissie en het publiek verzekeren dat we volledig toegewijd zijn aan een snelle en effectieve oplossing van dit probleem.

Met begrip voor de ernst van de situatie stellen we de gezondheid en veiligheid van onze klanten voorop. Daartoe hebben we onmiddellijk de volgende stappen ondernomen:

1. Terugroepactie van Producten: Foedie heeft een vrijwillige terugroepactie geïnitieerd van de getroffen chocoladeproducten om verdere verspreiding van mogelijk besmette items te voorkomen.

2. Grondig Onderzoek: Ons deskundige team voert actief onderzoek uit om de bron van de besmetting te identificeren en corrigerende maatregelen te nemen.

3. Versterkte Kwaliteitscontrole: Foedie versterkt haar kwaliteitscontroleprocedures om de hoogste normen van veiligheid en kwaliteit in al onze producten te waarborgen.

Foedie werkt volledig samen met de regelgevende autoriteiten en is toegewijd aan het handhaven van transparantie gedurende het oplossingsproces. We blijven toegewijd aan het behouden van het vertrouwen van onze klanten en het waarborgen van de veiligheid en kwaliteit van onze producten.

Voor meer informatie of vragen kunt u contact opnemen met Karine via karine@foedie.com of +[Uw Telefoonnummer].

POUR PUBLICATION IMMÉDIATE

Contact : Karine Porte-parole, Foedie E-mail : karine@foedie.com Téléphone : +[Votre Numéro de Téléphone]
[Date]

Foedie, un fabricant de produits alimentaires de confiance basé en Belgique, fait face à la récente découverte d'E.Coli dans une série limitée de nos produits chocolatés. En tant que porte-parole de Foedie, je tiens à assurer à la Commission européenne et au public que nous sommes pleinement engagés à résoudre rapidement et efficacement ce problème.

Conscients de la gravité de la situation, nous plaçons la santé et la sécurité de nos clients au premier plan. À cette fin, nous avons immédiatement pris les mesures suivantes :

1.Rappel de Produits : Foedie a lancé un rappel volontaire des produits chocolatés affectés afin d'éviter toute distribution ultérieure d'articles potentiellement contaminés.

2.Enquête Approfondie : Notre équipe d'experts mène une enquête approfondie pour identifier la source de la contamination et mettre en place des mesures correctives.

3.Renforcement du Contrôle Qualité : Foedie renforce ses procédures de contrôle qualité pour garantir les normes les plus élevées en matière de sécurité et de qualité pour l'ensemble de nos produits.

Foedie collabore pleinement avec les autorités réglementaires et s'engage à maintenir la transparence tout au long du processus de résolution. Nous restons déterminés à préserver la confiance de nos clients et à garantir la sécurité et la qualité de nos produits.

Pour de plus amples informations ou des questions, veuillez contacter Karine à l'adresse karine@foedie.com ou au +[Votre Numéro de Téléphone].

AND BRAINSTORM TO FIND SOME EXTRA IDEAS



 HyperWrite

 Home

 My Tools

 Discover Tools

 Documents

 HyperChat

 Personal Assistant **New**

 Subscription

< Brainstorming Tool



Brainstorming Tool

Share

Based on a given problem or text input, generate ideas to help brainstorm

Jason Kuperberg

 Add to Library

Problem or Text Description

Hi, my name is Karine. I work as a spokesperson for the food company Foedie. We are in the middle of a scandal because the bacteria E.Coli was found in some chocolates we sold. I'm a spokesperson. Can you give me some ideas how to bring this message to our stakeholders?

This tool produces the following:

A list of ideas to help brainstorm on the specified problem or text description.

Faster

Smarter

Shortform

Longform

Generate

Results

1. Host a press conference to address the issue and inform stakeholders about the steps being taken to resolve the situation. ✓
2. Send an email newsletter to company stakeholders addressing the issue, including facts about the incident, actions being taken, and future prevention plans.
3. Prepare a social media campaign acknowledging the problem and highlighting the company's commitment to quality and safety.
4. Collaborate with a crisis management or PR agency to devise a strategic communication plan.
5. Develop an FAQ page on your company website addressing the incident and providing clear information to concerned stakeholders.
6. Organize webinars or virtual meetings with key stakeholders to discuss the issue in-depth and answer any questions they may have.
7. Create a video message from the company CEO expressing concern, acknowledging responsibility, and outlining corrective actions.
8. Offer refunds or compensation to affected customers as a gesture of goodwill.
9. Partner with food safety experts or organizations to demonstrate your commitment to improving quality control measures.

Previous results

KEY TAKEAWAYS



Do not lose your critical sense



Optimize the outcome



Private versus public data



Consider it as your sparring partner

AI will not replace individuals.
But, people effectively utilizing AI as a
tool to replace certain functions or
roles will replace humans who don't.

The role of the influencer in communication?



Influencers Are Now More Trusted Spokespeople Than Celebrities

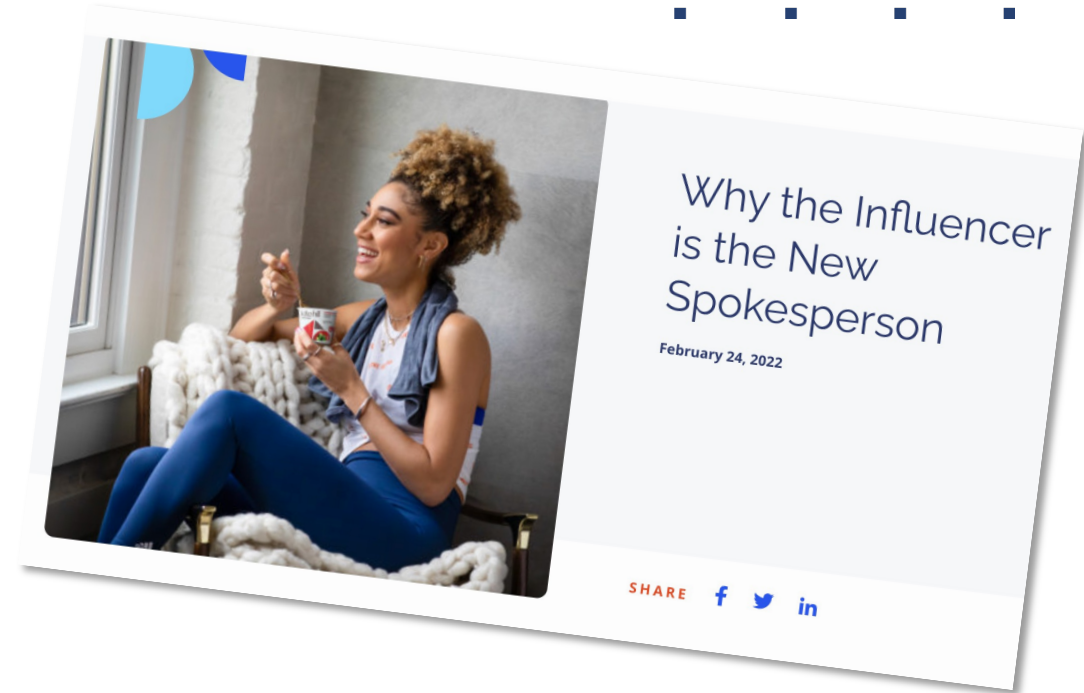
By [Steven Lai](#)



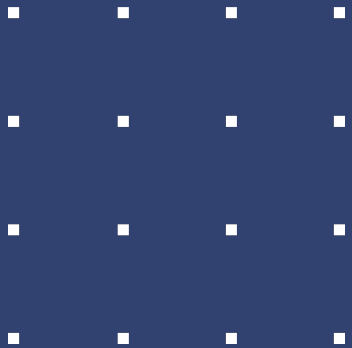
Why brands should look at influencers as collaborators, not spokespeople

Who is Virtual Influencer and Magalu Spokesperson Lu?

At 24M followers, Lu is the third most famous virtual influencer in the world.



Become an influencer in your own field!





RELEVANCY

Strong social media presence and being a trusted industry voice



UNDERSTAND

Get into the headspace of your target groups



CONTENT IS KING

Create killer content your audience can't resist



BE AUTHENTIC

Establish a strong connection, captivating and engaging with people

And in all
circumstances,
stay as cool as
a cucumber!



Please welcome our panel!



Barbara Blomme

PR & Communicatie verantwoordelijke
Volvo Cars plants



Albane Lairesse

Media & Public relations
manager/Spokesperson Ethias



Tom Van de Vreken

Woordvoerder & manager mediarelaties
ZNA, Ziekenhuis Netwerk Antwerpen

QUESTION FROM YOU



“Is er een rol weggelegd voor AI in de toekomst van woordvoering?”

*“AI is geen bedreiging, maar een opportuniteit.
Hoe maak ik van AI mijn perfecte assistent?”*

QUESTION FROM YOU



“Y a-t-il un rôle à jouer pour l'IA dans l'avenir de la communication ?”

*“L'IA n'est pas une menace, mais une opportunité.
Comment faire de l'IA mon assistant idéal ?”*

QUESTION FROM YOU



*“Bestaat de woordvoerder nog binnen 10 jaar:
Is de woordvoerder van morgen nog nuttig/nodig?
Hoe differentieert die zich tov alle andere
informatiebronnen?”*

QUESTION FROM YOU



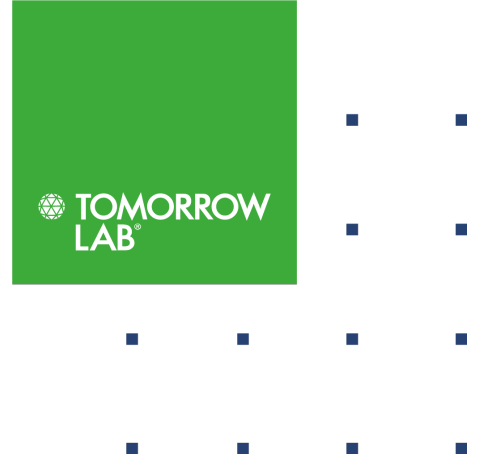
“Een steeds grotere groep van jongeren volgt actualiteit niet via de klassieke media. Zal een woordvoerder zijn focus moeten verleggen van klassieke naar sociale media?”

QUESTION FROM YOU



"Un nombre croissant de jeunes ne suit pas l'actualité via les médias traditionnels. Un communicant doit-il alors déplacer son focus des médias traditionnels vers les réseaux sociaux ?"

QUESTION FROM YOU



“Wat zou jij nog willen meegeven m.b.t. de toekomstige rol van de woordvoerder?”

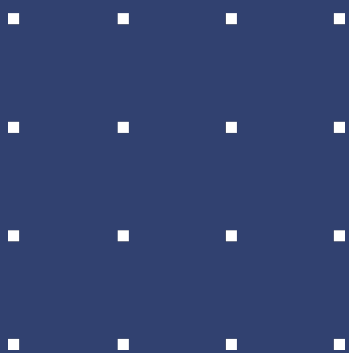
“Qu'aimeriez-vous partager avec le public dans le contexte du thème de ce soir, à savoir le futur de la communication ?”



HeyGen

Seize the mic, lead the change,
become the voice of the future!

Let's continue our chat during the
network drink! 🍷



belgaclub
Belgium's spokespersons network