

## Dydd Iau, 7 Mai 2009 / Thursday 7 May 2009

\* Sesiwn Gymraeg / Welsh-medium session; \*\* Sesiwn ddwyieithog / Bilingual Session

10.00am	Coffi a Cofrestru / <i>Coffee and Registration</i>	
10.30am	<b>**Croeso / Welcome</b> John Hefin, Cadeirydd Cyfrwng Chair Keith Jones, BBC Cymru Wales	
11.00am - 12.30pm	<b>Beth yw Anghenion y Gynulleidfa Gymreig? / What are the needs of a Welsh Audience?</b> ▶ Judith Isherwood ▶ Elisabeth Mahoney ▶ Kate McCall ▶ Mandy Rose <b>Cadeirydd/Chair:</b> tbc	
12.30pm - 1.30pm	Cinio / <i>Lunch</i>	
1.30pm - 2.30pm	<b>*Keynote:</b> Alun Ffred Jones, AC/AM & Gweinidog Treftadaeth/Heritage Minister	
2.30pm - 4.00pm	<b>**Chwarae Plant / Child's Play</b> <b>i). Cynnwys Cyfryngol ar gyfer Plant / Media Content for Children</b> ▶ Siân Eirian, S4C ▶ Jeremy Turner, Arad Goch a Gwyl Agor Drysau ▶ Cindy Carter, Cardiff School of Journalism, Media and Cultural Studies ▶ Anne Plenderleith, Theatr Clwyd <b>Cadeirydd/Chair:</b> Keith Towler, Comisiynydd Plant Cymru  <b>ii). Plant yn creu cynnwys / children creating content</b> ▶ Simon Marshall, Firstlight ▶ Sangeet Bhullar, Wisekids ▶ Miranda Ballin, Valleys Kids ▶ Emma Macey-Storch, Film 15 ▶ Fiona Wyton, Headliners <b>Cadeirydd/Chair:</b> Hamish Fyfe	<b>Archifau Cyfryngol a'r Gynulleidfa / Media Archives and the Audience</b> tbc
4.00pm - 4.15pm	Coffi / <i>Coffee</i>	
4.15pm - 5.30pm	<b>Cymru a'r Byd: Y Farchnad Ryngwladol / Wales and the World: Catering for the International Market</b> ▶ Tony Jordan, Red Planet ▶ Nia Ceidiog, Cynyrchiadau Ceidiog <b>Cadeirydd/Chair:</b> Ceri Sherlock	<b>**Cynulleidfaoedd Theatr/ Theatre Audiences</b> ▶ John McGrath, National Theatre Wales ▶ Elwyn Williams, Theatr Genedlaethol Cymru ▶ Nick Beasley, Audiences Wales <b>Cadeirydd/Chair:</b> Lisa Lewis
7.00pm	<b>Derbyniad / Reception</b> Cyhoeddi Cynhadledd Cyfrwng 2010 / Announcing Cyfrwng Conference 2010 Lleoliad / <i>Location:</i> Gwesty Park Plaza Hotel	
7.30pm	<b>Gwobr Cyfrwng Award 2009</b>	
8.00pm	<b>Cinio'r Gynhadledd / Conference Dinner</b> Lleoliad: Gwesty Park Plaza Hotel	

Dydd Gwener, 8 Mai 2009 / Friday, 8 May 2009

9.30am	Coffi a Cofrestru / <i>Coffee and Registration</i>
10.00am – 10.30am	<b>Keynote:</b> Menna Richards, Controller – Rheolwr, BBC Cymru Wales
10.30am – 12.00pm	<p><b>Ymchwilio'r Gynulleidfa yn yr oes aml-blattform/ <i>Researching the Audience in the Mutiplatform Era</i></b></p> <ul style="list-style-type: none"> <li>▶ Eilir Jones, BBC Cymru Wales</li> <li>▶ Tony Wearn, BARB</li> <li>▶ Kerry Brown, TNS Media</li> <li>▶ Meinir Williams, S4C</li> </ul> <p><b>Cadeirydd/ Chair:</b> Elin Haf Gruffydd Jones</p>
12.00pm – 1.30pm	Cinio / <i>Lunch</i>
1.30pm – 2.45pm	<p><b>Y Cyfryngau a Chyfrifoldeb Cymdeithasol: Rheoleiddio ac Atebolrwydd / <i>Media and Social Responsibility: Regulation and Accountability</i></b></p> <ul style="list-style-type: none"> <li>▶ Claire Fox, Institute of Ideas</li> <li>▶ Sylvia Harvey, Lincoln School of Media</li> <li>▶ David Rushton, University of Strathclyde</li> <li>▶ Hywel William, Ofcom</li> </ul> <p><b>Cadeirydd/Chair:</b></p>
2.45pm – 3.00pm	Coffi / <i>Coffee</i>
3.00pm – 4.30pm	<p><b>**Dyfodol Newyddion / <i>The Future of News</i></b></p> <ul style="list-style-type: none"> <li>▶ Elis Owen, ITV</li> <li>▶ Alan Edmunds, Media Wales Editorial Director</li> <li>▶ Mark O'Callaghan, BBC</li> <li>▶ Alun Davies, AC Llafur / Labour AM</li> <li>▶ Garffild Lloyd Lewis, S4C</li> <li>▶ Meic Birtwistle, NUJ</li> </ul> <p><b>Cadeirydd/Chair:</b> Kevin Williams</p>
4.30pm	Cloi Cynhadledd / <i>Conference Close</i>