



**Celtic
Media
Festival**

The International
Summit of Sound
and Screen

CARDIFF 2024 | CAERDYDD 2024

[THE PROGRAMME](#) | [THE SPEAKERS](#)

Tuesday 4th of June

13:45 - 16:00 - Tours of the BBC

Join the BBC's friendly guides for an exclusive behind-the-scenes award-winning tour of BBC Cymru Wales. Visit their state-of-the-art television and radio studios to discover the secrets of making a BBC programme and follow in the footsteps of some of Wales' famous faces. BBC Central Square has received a coveted Visit Wales gold award for the quality of its tours.

On your journey you will:

- Visit one of the largest BBC newsrooms, packed with cutting-edge technology including augmented reality, virtual reality and robotic cameras
- Take a sneak peek at TV galleries and other broadcast facilities
- Each walking tour will last approximately 60 minutes. As a live and working broadcast centre, no two tours are the same, so every visit will be unique.

Must be registered in advance, bring photo ID

16:00 - 17:30 - Celtic Media Festival 2024 Opening Ceremony and Torc Awards

Cardiff Suite

Join us for the opening ceremony of Celtic Media Festival 2024, where we'll be awarding the first Torc Awards for Excellence. The following categories will be announced:

- Current Affairs (Screen)
- Animation (Screen)
- Comedy (Sound)
- Sports Documentary (Screen)
- Entertainment (Screen)
- Short Drama (Screen)
- Drama (Sound)
- History (Sound)

17:45 - 20:00 - Welcome to Wales - Reception at the Senedd / Croeso i Gymru - Derbyniad yn y Senedd

Join fellow delegates at the stunning Senedd building in Cardiff Bay.

Hop on the bus at 5:45pm.

Drinks and canapés from 6:00pm to 8pm.

This event is guestlisted, you must register in advance. Please bring Photo ID.

20:30 – late - Opening Party

Join us at Tiny Rebel for the CMF 2024 Opening Party! BBC 6 Music presenter, Huw Stephens, provides the tunes and a warm Welsh welcome.

Wednesday 5th of June

09:00 - 09:30 - Newcomers' Coffee
Bute Bar, Marriott Hotel

First time at CMF or have not been to CMF in a while? The Newcomers' coffee break is a chance to meet others who are new-ish attendees. Come and share with others about your work and maybe connect with a future collaborator! And of course, have coffee!

Fáilte roimh chách / Todos sodes benvidos / Croeso i bawb / Falt er ooilley / Digor eo d'an holl /
Dynnargh dhe bubonan / Tha fáilte roimhaibh uile / Fair fa' ye / All are welcome!

09:30 - 11:00 - CMF International Pitching Forum
Cardiff Suite, Marriott Hotel

The Celtic Media Festival International Pitching Forum brings together commissioners from the U.K., Ireland and Mainland Europe. In 2024, there is a £6,000 development prize up for grabs! The International Pitching Forum is open for viewing.

Chari
Pádhraic Ó Ciardha

Panel

Áine Walsh, David Harron, Iwan England, Julie Grenier, Justin Binding, Maël Le Guennec, Margaret Cameron, Monika Ille, MBA, Montse Besada, Nick Andrews, Paul Shiang, Proinsias Ní Ghráinne, Seán Mac Giolla Phádraig, Shane Taurima

11:15 - 12:00 - It's The Way We Tell 'Em – The Celtic Sense of Humour
Cardiff Suite, Marriott Hotel

When it comes to comedy, the Celtic nations and regions have enjoyed National and International success over the years. Is it luck, or do we have a unique comic voice? Are people laughing with us, or at us?

Chair

Sioned Wiliam

Panel

Ian Brown, Marie McDonald, Lana Pheutan, Leila Navabi, Simon Nicholls

11:15 - 12:00 - Lost Boys and Fairies – A Case Study
Cwtch, Marriott Hotel

From the BBC Writers' Pilot scheme to primetime BBC ONE, Lost Boys and Fairies is a bi-lingual drama about adoption, fusing queer culture with powerful family drama. We take a look at how it was conceived, and the process of taking it from script to screen. How does each stage – from development to production – work together to ensure the initial idea becomes the best it can be?

Chair

Celi Fowler

Panel

Bekki Wray Rogers, Daf James, Jo McClellan

12:15 - 13:00 - The Future is Female – The Rise of Women's Sports Coverage
Cardiff Suite, Marriott Hotel

No one watches women's sport. This old adage has been proven wrong again and again over the past few years. Viewer numbers and commercial interest have been rising exponentially, and in turn there has been an increasingly competitive acquisition market for all broadcasters. We look at whether this upward trend will continue, what role social media and multiplatform plays in promoting women's sports, and whether men's and women's coverage will ever reach parity.

Chair
Evanne Ní Chuilinn

Panel
Carolyn Hitt, Gemma Fay, Rónán Ó Coisdealbha

12:15 - 13:00 - Is yours a Mentally Healthy Production?
Cwtch, Marriott Hotel

Join Marian Ifans and Michelle White (MSc MAPPCP MBPsS) for an enlightening session delving into the vital role of wellbeing facilitators in the film and television industry. These individuals provide essential support to cast and crew members, ensuring their mental, emotional, and physical wellbeing. From working with the production to ensure duty of care and best practice welfare elements are in place to fostering a culture of psychological safety and open communication, come and discover more firsthand about the benefit of the role for you and your production. Whether you're a seasoned industry veteran or a newcomer eager to prioritize wellness, this session offers practical insights and inspiring anecdotes that resonate across the entertainment landscape

Panel : Marian Ifans , Michelle White (MSc MAPPCP)

13:00 - 14:00 - Lunch will be provided by Celtic Media Festival

14:00 - 15:00 - Where are the Kids?
Cardiff Suite, Marriott Hotel

As children are swapping linear tv viewing for streaming, it looks like bad news for traditional broadcasters. We look into the evolving landscape of children's content consumption and whether the launch of TG4's children's channel Cúla4 is bucking the trend? Examining the enduring importance of linear platforms as well as some innovative multi-platform approaches, we will discuss some of the strategies in place to captivate young audiences.

Chair
Raisah Ahmed

Panel
Maria Sabucedo, Niamh Ní Chróinín, Sarah Muller, Shane Taurima, Sioned Geraint

14:00 - 14:45 - Social Media in Indigenous Languages
Cwtch, Marriott Hotel

Non-linear media, specifically social media, offers huge opportunities for differentiation in local markets. And there's no greater differentiator than language. Join us as we speak to those who've had great success on different social platforms in their own language. How do you stand out from the crowd, and how can you reach beyond fluent speakers for mass engagement? Let's dive into the world of indigenous languages on social!

Chair
Joseph Hoban

Panel
Cai Morgan, Calum Maclean, Loretta Ní Ghabháin

15:15 - 16:00 - Is it Time to Kill True Crime?
Cardiff Suite, Marriott Hotel

Ok, we admit it. We've gone for a controversial title to grab your attention, just like the plot twists in a true crime thriller. In fact, rather than killing them off, as a genre, true crime goes from strength to strength. From podcasts to video streaming hits, audiences, particularly women, can't get enough. What's our obsession and why are the Celtic nations so good at it? We bring together a panel of experts to explore the genre, what makes it work, what the pitfalls are and what the future looks like.

Chair
Colin Paterson

Panel
Meic Parry, Siorcha Nic Eochagáin, Vicky Lee

15:15 - 16:00 - Livelihoods and Language: Making Your Living, Where You're Living
Cwtch, Marriott Hotel

The media sector can be a wonderful place for providing a nourishing environment for creative individuals who speak indigenous languages to thrive. We know that enabling people to use their native language creatively in their own communities can generate top-quality – and often award-winning – content.

So, how best to create job opportunities that also support our languages and our economies? How can we solidify the process of ensuring that new entrants into the media industry feel empowered to make content in their native language. And how can we continue to grow the industry outside its traditional hubs? This session looks at inspiring examples where young people have succeeded at home. We look at training provision, developing the economy, and ensuring that our languages thrive in all sectors of the media.

Chair
Gareth Williams

Panel
Irial Mac Murchú, Liz Macbain, Mark Trevethan

16:15 - 17:00 - Cops and Robbers – Making a Killing in Crime Drama
Cardiff Suite, Marriott Hotel

Whether focussing on the cops or the criminals, there will always be viewers ready to glue themselves to the next gripping crime drama, no matter the language or territory. But what does it take to stand out in a market that can be over saturated with similar shows? We speak to those who have had success in cutting through the noise, and making sure for them, crime pays.

Chair
Rhuanedd Richards

Panel
David McLoughlin, Ed Talfan, Louise Gallagher, Peter McKenna

16:15 - 16:45 - BFI Presents : UK Global Screen Fund
Cwtch, Marriott Hotel

Find out more about the UK Global Screen Fund (UKGSF), a £7 million per annum fund designed to boost international development, production, distribution and promotional opportunities for the UK's independent screen sector.

The UKGSF targets support across the screen sector, including film, TV, documentary, animation and interactive narrative games content.

Financed by the UK government's Department for Digital, Culture, Media and Sport, and administered by the BFI, the UKGSF is focused on supporting:

- International Distribution
- International Business Development
- International Co-production

Speaker : Elaine McElroy

17:00 - 17:30 - Coimisiún na Meán Drinks Reception
Bute Bar, Marriott Hotel

Join Coimisiún na Meán for a drink and a chat!

17:30 - 18:15 - Celtic Media Festival Torc Awards for Excellence
Cardiff Suite, Marriott Hotel

- Factual Entertainment (Screen)
 - History (Screen)
 - Sports Programme (Sound)
 - Comedy (Screen)
 - Factual Series (Sound)
 - Entertainment (Sound)
 - Live Music Programme (Screen)
 - Children's Programme (Screen)
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20:30 – late - Orchard Presents: Noson Lawen
Clwb Ifor Bach

Join us at the iconic Cardiff music venue Clwb Ifor Bach for drinks and a few tunes!
If you fancy joining in with the music session, bring your voices or instruments!
Welsh artists getting us in the mood include Katell Keineg and the Gentle Good.

Thursday 6th of June

09:30 - 11:00 - CMF International Pitching Forum
Cardiff Suite, Marriott Hotel

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Áine Walsh, David Harron, Iwan England, Julie Grenier, Justin Binding, Maël Le Guennec, Margaret Cameron, Monika Ille, MBA, Montse Besada, Nick Andrews, Paul Shiang, Proinsias Ní Ghráinne, Seán Mac Giolla Phádraig, Shane Taurima

11:15 - 12:00 - Interview with Kevin Bakhurst
Cardiff Suite, Marriott Hotel

As he comes to the close of a challenging first year at the helm of Ireland's national broadcaster, join us for an exclusive interview with Kevin Bakhurst, the Director-General of RTÉ. From Ofcom to Raidió Teilifís Éireann, we hear from one of the most experienced and influential leaders in public media.

Panel: Kaye Adams, Kevin Bakhurst

11:15 - 12:00 - PRS Presents: The Role of Music in Drama
Cwtch, Marriott Hotel

Music is far more than just the backdrop to drama. When bespoke music is created for drama, it becomes its own character and provides a narrative in itself. This can lift a production and have a profound effect on an audience. What does it take to score a production, to elevate a drama with music? In this session, PRS for Music will host a discussion with leading screen composers as to the relationship between a Director and a Composer; The symbiosis between character, setting and music; and the powerful role music plays in contemporary drama and documentary.

Chair

John Hywel Morris

Panel

John Hardy, Mark Gordon, Tic Ashfield

12:15 - 13:00 - Making History - Bringing the Past to Life with Archive
Cardiff Suite, Marriott Hotel

In Partnership with the Wales Broadcast Archive

When approaching any documentary set in the past, no matter how recent, archive can shape your project more than any other element of production. Too much can be overbearing and extremely costly, and too little can make a piece feel “under researched”. We speak to programme makers who’ve hit the sweet spot and proven that archive can be the most powerful weapon in your arsenal.

Chair

Llinos Wynne

Panel

Alison Millar, Nessa Dundon, Sian Roderick

12:15 - 13:00 - A Greener Future
Cwtch, Marriott Hotel

With the recent launch of the Screen New Deal: Transformation Plan for Wales and the Sustainable Media Ireland initiative by Coimisiún na Meán, it is clear that prioritising sustainability in the media is crucial. As the narrative surrounding what constitutes sustainable production gains momentum, questions arise: How can we effectively implement a just transition to sustainable production and avoid greenwashing? Navigating these pivotal questions, we engage industry experts to gain insights into the future of sustainable productions. Join us for an enlightening discussion where our panellists share their experiences and shed light on how the industry can foster best practices to improve environmental management. Come, learn, and get inspired to make a difference!

Chair

Louise Dixey

Panel

Declan McLoughlin, Denzil Monk, Tilly Ashton

13:00 - 14:00 - Lunch will be provided by Celtic Media Festival

14:00 - 15:00 - In Conversation with Dafydd Iwan

Cardiff Suite, Marriott Hotel

Join BBC radio presenter, Huw Stephens as he interviews Dafydd Iwan, a singer-songwriter whose music is now synonymous with Welsh football and the Red Wall. Huw will take Dafydd on a journey through music, politics and of course, football.

Panel: Dafydd Iwan, Huw Stephens

14:00 - 15:00 - AI in Media Production: For better or worse

Cwtch, Marriott Hotel

What can and can't Artificial Intelligence currently do? Learn about the latest AI tools, including live demos. We'll see some amazing and sometimes shocking ways AI can expand creative horizons, democratise production and disrupt the media.

Speaker: Robin Moore

15:00 - 15:30 - Celebrating 50 years of Pobol y Cwm

Bute Bar, Marriott Hotel

Join us to celebrate 50 years of the iconic soap, Pobol y Cwm.

15:30 - 16:30 - Celtic Media Festival Torc Awards for Excellence
Cardiff Suite, Marriott Hotel

The following categories will be awarded today:

- Factual Series (Screen)
 - Documentary (Sound)
 - Short Form (Screen)
 - Arts (Screen)
 - Music Programme (Sound)
 - Feature Documentary (Screen)
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19:00 – late - Celtic Media Festival 2024 Torc Awards and Closing Party
Cardiff Suite, Marriott Hotel

Join us for the last awards of Celtic Media Festival 2024, where we'll be awarding the final Torc Awards for Excellence, followed by dinner and dancing! The following categories will be announced:

- Single Documentary (Screen)
- Drama Series (Screen)
- Radio Station of the Year
- Single Drama (Screen)
- Presenter of the Year (Sound)
- Spirit of the Festival (Screen)