

Bash Creative Launches The Show Must Go On, a New Podcast for the Event Industry

New weekly podcast offers candid conversations about the strategy, pressure, pivots, and decisions behind successful corporate events.

SAN FRANCISCO, CA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Bash Creative, an event strategy and production agency specializing in human-to-human connection, has launched The Show Must Go On, a new podcast created for the professionals behind corporate events.

Hosted by Bash Creative Founder and CEO Annalee Hagood-Earl and Owner and Director of Event Operations

Danielle Leeke, the podcast is now available on Apple Podcasts, Spotify and YouTube. One new episode will be released each week for eight weeks.



The Show Must Go On Podcast Hosted by Bash Creative Founder and CEO Annalee Hagood-Earl and Owner and Director of Event Operations Danielle Leeke, the podcast will feature honest, insightful, and frankly hilarious conversations with event industry leaders and warriors.

The podcast features honest, insightful, and frankly hilarious conversations with event industry leaders and warriors. Each episode explores what it actually takes to produce meaningful corporate events, from strategy and stakeholder alignment to pressure, problem-solving, guest experience, and the details that determine whether an event succeeds.

“

The Show Must Go On gives event professionals a place to share the real work behind events, learn from each other, and make industry knowledge more accessible.”

Annalee Hagood-Earl

Corporate events are most often experienced through their polished final result. The Show Must Go On turns its attention to the work that happens before guests enter the room, including the strategic thinking, stakeholder alignment, difficult decisions, competing priorities and last

minute changes required to bring an event to life.

"The event industry is filled with incredibly skilled people doing complex work under intense pressure, yet much of that work remains invisible," said Annalee. "We wanted to create a place where event professionals could speak openly about the realities of the job, share what they have learned, help others feel less alone in the process, and give folks just joining the industry a low-lift way to further their knowledge of the interdependencies within the industry."

The first episode, "Event Budgeting + Production Management with Danielle Leeke," is available now. Future episode topics and guests will be shared as each episode is released.

Guests throughout the eight-week release schedule will include event professionals, vendor partners, production experts, agency leaders and senior decision makers with firsthand experience navigating the pressure and complexity of corporate events.

"We want people to hear an episode and think, 'Finally, someone said what we've all been thinking,'" said Danielle. "There is so much value in talking honestly about what works, what goes wrong, and how experienced professionals keep moving forward when the plan changes."

Created for the People Behind Corporate Events

The podcast is designed for event professionals at every stage of their careers, including emerging producers, experienced planners, vendor partners, marketers, executive leaders, and internal teams responsible for bringing high-visibility events to life.

It will also speak to the people who support events from outside traditional planning roles. That includes professionals responsible for legal counsel, risk management, brand management, and executive stakeholders.

The broader goal is to create a stronger sense of interconnectivity across an industry where professionals are frequently overextended, under-supported, and expected to make demanding work appear effortless. Through candid storytelling and shared expertise, The Show Must Go On aims to give listeners the tools, perspective, and confidence to navigate their work with greater clarity.

Jessica Ruiz

Bash Creative

+1 415-295-5078

Jessica@bash-creative.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933935250>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.