



REC **N** GO

**How cutting & coloring education providers Mazella & Partners livestreamed their sell-out hair show... with 13,930 online participants**

CASE STUDY

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**6**

Smart devices

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**150**

In person participants

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**13 930**

Online participants

**2022**

# Mazella & Partners

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Mazella & Partners are salon education experts, based in the heart of the French Riviera. They teach hair professionals the secrets of cutting & coloring clients love.

- Cutting and coloring education for hairdressers
- Unique curriculum “Advantage Through Technique” based on over two decades of salon experience
- Delivering regular master classes, lectures and seminars
- Choice of online classes, in-salon training and large-scale international hair shows
- Educational programs and own brand hairdressing tools available in 60 countries

# Challenges

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Impossible to hold large events, such as hair shows during the pandemic

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Salon education provider Mazella & Partners wanted to ensure that as many salon professionals as possible can attend their sell-out hair show—regardless of their location—by livestreaming it to their Facebook page. They wanted a cost-effective solution that:

- Ensured a glitch-free, broadcast-quality experience for the online audience—regardless where they’re joining from
- Made it easy for the audience to join the event via a single click
- Allowed recording equipment being set up without obstructing the view of presenters, students or guests
- Let organizers and videographers transport and set up equipment at a short notice
- Delivered a highly immersive production at the fraction of what a full broadcast production would cost

# What went down

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A hybrid event was planned out meticulously to support the goals of the organizers. The live event with 150 participants was streamed in HD quality, with a multi-angle setup with six cameras—bringing the experience as close to real life as possible.

- 01. The audience**

Worldwide audiences of 13,930 enjoyed a broadcast-quality experience via a single click—landing them on the organiser’s official Facebook page and without having to download or log onto any websites

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- 02. The setup**

The entire venue was covered with six carefully positioned cameras—fixed cameras (3), audience cameras (2) and a mobile camera placed in a gimbal to ensure all presentations were recorded simultaneously

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- 03. The on-screen visuals**

Photos, videos, names & logos were seamlessly integrated during the stream—a visually engaging experience vs. having to watch a single-camera angle for hours

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- 04. The icing on the cake**

Studio-quality sound ensured an almost-being-there experience for the online audience—especially important for educational events

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## Setup time

1h vs 6 hrs



## Manpower requirement

1 person vs a team of six



## Equipment used

6 smart devices, 1 gimbal, 5 stands, power banks, one small backpack vs a broadcasting van, 4 large cameras on stands, lighting, microphones, pop-up tables, carry cases



## Cabling requirements

Mobile chargers vs a 100m cable reel.



## Environmental impact

94% less CO2 emission\* vs a standard broadcasting setup



## Repurpose opportunities

Endless amount of content repurposing opportunities

# The bottom line

150 real-life and 13,930 online participants enjoyed the first sell-out hair show after the pandemic.

Event streamed live and recorded with a kit of just six smartphones and tablets, tripods and chargers that easily fit in the backpack of the videographer.



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