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**Benjamin Fireman
Director of Event Planning and Operations
JW Marriott Buckhead Atlanta**

iBAHN® makes technology simple at the JW Marriott Buckhead

Benjamin Fireman, director of event planning and operations at the JW Marriott Buckhead Atlanta, doesn't know a megabyte from a megahertz. And he has no desire to learn.

“I have no interest in being technical expert. iBAHN® provides that for me,” Fireman said. “The value is simple. It's seamless. I have one point of contact and he gets it done.” That point of contact is his Atlanta-based iBAHN sales executive Mike Clanton, who can interface with Fireman's clients and make certain all their technology needs are met.

“Mike is our largest advantage,” Fireman said. “I can set up a conference program with one phone call to Mike. He knows my preferences.” Technology manager Fred Chand appreciates Clanton's flexibility in working within any parameters that a client might present, thus helping to win the business.

“During the sales negotiation, Mike can let the customer know all of their technology options,” Chand said. “This makes it far easier to sell.” With dedicated bandwidth for their conference space, Chand also knows that the Buckhead can exceed the bandwidth speed requirements of the even most technically savvy groups.

“We know we can beat our competitors on this issue,” Chand said. “We like to ask prospective customers, ‘What bandwidth can the competition guarantee?’”

JW Marriott Buckhead Atlanta at a Glance

- 371 guest rooms
- 18,700 square feet of meeting space

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