MERCURY

Airport Strategic Management Training Course

20 – 24 December 2026
Online



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15071_254020 **Date:** 20 – 24 December 2026 **Location:** Online **Fees:** 2900 Euro

Introduction:

Airport management personnel have the difficult task of ensuring safe and effective operation in a complex and growing business. This airport strategic management and planning course includes extensive exercises to help you identify and address the challenges facing you at the airport at the individual, team, and unit levels.

You will learn the main strategic management tools for keeping your operations compatible with your airport's strategic business plan and achieving sustainable results. Throughout the airport strategic management and planning course, participants will engage with the concepts of airport management and obtain an airport management certification.

Targeted Groups:

- Airport managers.
- Airport operations managers.
- Administration staff.
- Airport and aircraft operators.
- Anyone who wishes to develop their skills and gain new experience in airport strategic management.

Course Objectives:

At the end of this airport strategic management and planning course, the participants will be able to:

- Formulate airport performance goals by integrating the principles of strategic planning and planning the activities used to achieve them.
- Manage their employees, resources, facilities, and technology to achieve strategic goals central to an effective airport management system.
- Align your strategic goals with marketing, financial management, and customer service activities.
- Manage expansion, financing, and investor relations with a long-term focus within the framework of an airport strategic business plan.
- Conduct continuous assessments and measurements to measure the success of your strategic activities.
- Ensure sustainable quality and compliance across the airport's business and operations, using quality as the primary driver of change.

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Targeted Competencies:

By the end of this airport strategic management and planning training, the participants will be able to:

- Quality management.
- Organizational structure and strategic goals.
- Management and outsourcing models.
- Managing risks and changes in the air transport industry.
- Airport marketing principles.
- Airport operating environment and the integration of airport management solutions.

Course Content:

Unit 1: Quality and Measurement Management:

- Performance measurement, balanced scorecard.
- Organizational structure and strategic goals for airport management certification.

Unit 2: Master of Planning:

- Financial management about airport strategic planning.
- Management and outsourcing models apply to airport management solutions.

Unit 3: The Use of Technology in The Air Transport Industry:

- Managing risks and changes in the air transport industry and their impact on airport strategic management.
- Talent management in line with airport management training programs.
- Integration of Information Technology in contemporary airport management systems.

Unit 4: Principles of Airport Marketing:

- Business Relationships B2B and B2C within the scope of airport management.
- Pricing strategies connected to airport strategic business plans.

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Unit 5: Airports Within The Air Transport System:

- Positioning and its significance in what airport management is.
- Know about the airport operating environment and the considerations of an airport management program.
- Airport economics and business concepts as part of an airport management course.

Conclusion:

In this airport strategic management course, participants will gain a deep comprehension of airport management definitions and develop a strategic mindset, which is essential for those looking to achieve airport management certification and excel within the industry.