

Company: Turkish Airlines
Company Description: Founded in 1933, Turkish Airlines is Turkiye’s largest airline and a leading global carrier. Headquartered in Istanbul, the airline operates flights to over 300 destinations in more than 120 countries. With its modern fleet, strong operational standards, and customer-focused service approach, Turkish Airlines offers a safe, comfortable, and high-quality travel experience.
Nomination Category: Event Categories
Nomination Sub Category: Conferences & Meetings - Summit
Nomination Title: Turkish Airlines Management Summit



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Video of up to five (5) minutes

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

The Turkish Airlines Management Summit is a flagship annual event that brings together our organization’s domestic and international managers (approx. 1000 managers) for a two-day gathering in January. This carefully curated summit serves as a platform for aligning leadership across all levels with the company’s vision, strategy, and performance goals for the new year.

Held at the beginning of each calendar year, the summit facilitates comprehensive discussions on Turkish Airlines’ strategic direction and operational priorities. Senior leaders, department heads, and regional managers from around the world convene to exchange insights, evaluate the past year’s outcomes, and refine the roadmap for the year ahead. It is a space not only for reflection but also for forward planning and innovation.

A core element of the summit is the strategic sessions, where key developments in the aviation industry, market trends, and organizational performance are reviewed in depth. Presentations from the executive team outline the main targets for the upcoming year, including financial growth, service excellence, digital transformation, and sustainability goals. These sessions ensure that each manager understands how their region or unit fits into the broader mission of Turkish Airlines.

In addition to business strategy sessions, the event features a series of educational workshops and seminars designed to equip managers with updated skills, perspectives, and leadership approaches. These interactive workshops cover areas such as digital innovation, crisis management, team empowerment, and customer experience strategies. Through these engagements, participants not only gain valuable knowledge but also have the opportunity to actively contribute ideas and share best practices.

One of the most valued aspects of the summit is the direct communication channel it opens between top management and field leaders. The executive team uses this platform to clearly convey their expectations, key messages, and organizational values. In return, managers from various regions and business units are given the space to provide feedback, raise concerns, and propose new initiatives. This two-way communication fosters a culture of transparency, unity, and mutual respect.

The Turkish Airlines Management Summit is also an important moment for motivation and inspiration. Through keynote speeches, success stories, and recognition of outstanding performance, the event reinforces a strong sense of belonging and purpose among our leadership team. Social gatherings and team-building activities integrated into the program further enhance collaboration and cross-functional networking, which are essential for a global company of our scale.

Each year, the summit evolves based on participant feedback and changing organizational needs. Whether through interactive technologies, panel discussions, or scenario planning exercises, the goal remains the same: to ensure that every leader walks away with clarity, alignment, and renewed energy for the challenges and opportunities of the year ahead.

Ultimately, the Turkish Airlines Management Summit is more than just a meeting—it is a cornerstone of our corporate culture. It exemplifies our commitment to strategic thinking, continuous learning, and cohesive leadership. As Turkish Airlines continues to grow and lead on the global stage, this summit plays a pivotal role in driving collective success across our international network.”

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Attachments/Videos/Links:

[Turkish Airlines Management Summit](#)

[REDACTED FOR PUBLICATION]