



by Kristofer Kay



ABDEL 'EGYPT' GHONIM: PRESSURE POINTS

AMG Security Consultants Founder **Abdel 'Egypt' Ghonim** explains how his approach to nightclub security is built on seeing trouble before it happens.

Abdel Moustafa Ghonim, better known throughout nightlife industries as "Egypt," has been studying something most people never notice during a regular shift: pressure. Not physical pressure. We all feel that. But human pressure. The subtle shift in a guest's body language. The entertainer who suddenly looks uncomfortable. The VIP customer whose spending has turned into entitlement. The small moments that, if ignored, can spiral into something much bigger.

Today, as the founder of AMG Security Consultants and creator of Nightclub Security Guide, Egypt has become one of the industry's most respected voices on nightclub security, particularly within the adult entertainment business. His philosophy is simple but increasingly rare in a profession once dominated by intimidation.

"Be nice. Until it's time not to be nice."

When Egypt first entered nightlife at 19 years old, security looked very different than it does today.

"The old-school mentality was all about finding the biggest guy in the building," he says. "People believed looking intimidating automatically meant you could control a room."

Years spent working security, management, DJ booths and executive protection assignments taught him otherwise. Modern adult nightclubs are far more complex than traditional bars or music venues.

"A good floorman isn't standing around waiting for a fight," Egypt explains. "He's reading behavior, monitoring movement and identifying problems while they're still small enough to manage."

That philosophy is taught through his two educational platforms designed to address what he saw as a major gap in security training. Too often, he says, security personnel receive generalized instruction that doesn't reflect the realities of adult nightlife.

"They're told to watch the room, but nobody teaches them what they're actually looking for."

Through his consulting work, Egypt helps venue owners build security systems that extend beyond incident response to venue design, staff communication, positioning, entertainer protection and operational efficiency. In his opinion, security should function as a business asset.

"It should support revenue, guest experience and entertainer safety while reducing risk."

That approach has resonated with operators across the industry who increasingly recognize that effective security creates better business outcomes. Nowhere is that more evident than in the relationship between security teams and entertainers. For Egypt, protecting entertainers begins long before an incident occurs. Positioning, communication and clearly defined protocols are essential. Entertainers need to know exactly who to contact when they feel uncomfortable.

"Every concern deserves respect," he says.

The goal isn't to hover over entertainers or disrupt the customer experience. It's to create an environment where entertainers feel protected and guests understand boundaries, a balance that extends throughout the venue.

One of Egypt's signature concepts is what he calls "hospitality-first control." Rather than viewing hospitality and enforcement as opposing forces, he sees them as complementary tools.

"Guests who feel acknowledged and treated respectfully are usually easier to manage," he says.

Over the years, Egypt has become a strong advocate for de-escalation techniques that focus on communication, positioning and emotional

control. He teaches security professionals to separate individuals from crowds, provide simple choices and avoid allowing personal ego to influence their decisions.

"The win isn't winning an argument," he says. "The win is keeping the room safe."

As adult entertainment venues continue evolving, Egypt believes the next generation of security professionals will need a broader skill set than ever before. Observation, communication, emotional intelligence and judgment will become just as important as physical presence.

"Guests are there for the experience. Entertainers are there to work. Staff is there to make money. Security's job is to protect all of it without becoming part of the story."

For more information, visit nightclubsecurityguide.com and amgsecurityconsultants.com.

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