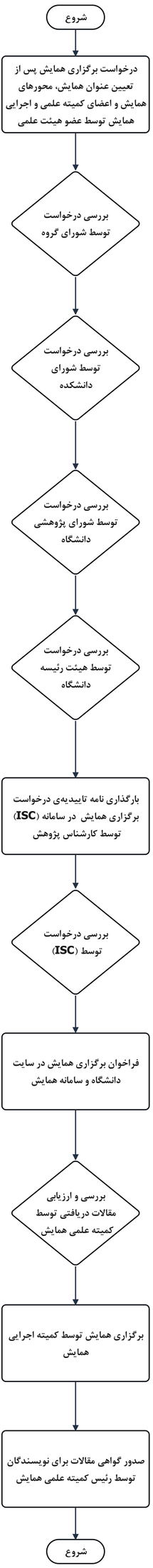فرآیند برگزاری همایش